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Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

Internal Trade Branch Chief: H. Marshall, B.A., F.S.S. 63-D-03

CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, DECEMBER, 1936

In recent years the Dominion Bureau of Statistics has published monthly indexes of retail sales based on reports received from department and chain stores. The sales figures for these types of stores are influenced by the predominance of large urban centres. There was need of an index measuring more specifically sales in rural communities. This is now available in statistics just issued showing changes in the value of retail sales in country general stores.

Retail sales of general merchandise stores in small towns and rural areas for December, 1936, showed increases over December, 1935, in all sections of Ontario and the Prairie Provinces, according to data submitted by almost 400 independent country general stores located in these provinces. Increases over December, 1935, varied greatly for different regions and ranged from 2.8 per cent for Western Ontario to 21.1 per cent for the northern sections of Alberta. Increases for the various divisions for which figures are available are as follows: Ontario East, 7.5 p.c.; Ontario North, 6.2 p.c.; Ontario West, 2.8 p.c.; Manitoba, 15.5 p.c.; Saskatchewan North, 15.8 p.c.; Saskatchewan South, 5.8 p.c.; Alberta North, 21.1 p.c., and Alberta South, 5.0 p.c.

These increases for December are in marked contrast with the decreases shown for all regions except Ontario East in the corresponding comparison for November, 1936, with November, 1935. In this comparison, decreases below 1935 ranging from 1.6 per cent for Ontario North to 15.8 per cent for Alberta South were recorded. Percentage changes for each of the other divisions are shown in the table.

Such calendar month comparisons of retail sales are largely influenced not only by differences in numbers of business days but also by the occurrence of varying numbers of Saturdays in different months. There were 26 business days in November, 1935, and these included 5 Saturdays; there were 25 business days in November, 1936, with only 4 Saturdays. The two Decembers were alike in respect of number of business days and number of Saturdays. As no adjustments are yet available for number of business days, the varying sales importance of week days or for seasonal variations, these factors must be kept in mind when interpreting the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin,

Percentage Change in Country General Store Sales, November and December, 1935 and 1936, by Regions

	Novembe Novembe	r 1935	December 1936 December 1935		
Regions		Per cent change in sales	Number of stores reporting	0	
Ontario East " North " West " Total Manitoba, Total	38 38 31 107 52	+ 2.6 - 1.6 - 4.1 9 - 6.5	41 41 34 116	+ 7.5 + 6.2 + 2.8 + 5.7 +15.5	
Saskatchewan North South Total Alberta North South Total	42 50 92 47 61 108	-10.1 -11.3 -10.7 -14.7 -15.8	47 43 90 58 64 122	+15.8 + 5.8 +11.4 +21.1 + 5.0 +10.3	

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Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

63-D-03

CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, JANUARY, 1937

Retail sales of general merchandise stores in small towns and rural areas registered moderate gains in January, 1937, compared with the same month a year ago in all sections of Ontario and the Prairie Provinces. Increases over January, 1936, varied considerably for different regions, the percentage changes ranging from an increase of .7 per cent for the southern part of Alberta to an increase of 16.3 per cent for the eastern part of Ontario. Increases for the various divisions for which figures are available are as follows: Ontario East, 16.3 p.c.; Ontario North, 10.2 p.c.; Ontario West, 1.2 p.c.; Manitoba, 8.0 p.c.; Saskatchewan North, 5.7 p.c.; Saskatchewan South, 5.9 p.c.; Alberta North, 10.3 p.c., and Alberta South, .7 p.c.

These percentage changes are based upon returns sent in by approximately 400 country general stores located in the smaller towns and rural areas of Ontario and the Prairie Provinces. Similar data for the other provinces of the Dominion will be published in the near future.

Calendar-month comparisons of retail sales are largely influenced not only by differences in numbers of business days but also by the occurrence of varying numbers of Saturdays in different months. There were 26 business days in January, 1936, and these included four Saturdays. There were only 25 business days in January of this year but these included five Saturdays. As no adjustments are yet available for number of business days, the varying sales importance of week days or for seasonal variations, these factors must be kept in mind when interpreting the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin.

November 1936 November 1935			and a	er 1936 er 1935	Janua <u>ry</u> 1937 January 1936		
Regions	Number of stores	Per cent change in	Number of stores	Per cent change in	Number of stores	Per cent change in	
	reporting		reporting		reporting	_	
Ontario East	38	+ 2.6	41	+ 7.5	46	+16.3	
" North	38	- 1.6	41	+ 6.2	42	+10.2	
" West	31	- 4.1	34	+ 2.8	36	+ 1.2	
" Total	107	9	116	+ 5.7	124	+10.0	
Manitoba, Total	52	- 6.5	47 .	+15.5	48	+ 8.0	
Saskatchewan North	42	-10.1	47	+15.8	47	+ 5.7	
" South	50	-11.3	43	+ 5.8	46	+ 5.9	
" Total	92	-10.7	90	+11.4	93	+ 5.8	
Alberta North	47	-14.7	58.	+21.1	46	+10.3	
" South	61	-15.8	64	+ 5.0	65	+ .7	
" Total	108	-15.5	122	+10.3	111	+ 3.6	

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Internal Trade Branch Chief: H. Marshall, B.A., F.S.S.

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CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1937

General merchandise store sales in the smaller towns and rural areas of Ontario and the Prairie Provinces continue to show improvement this year as compared with last, according to monthly returns for February sent in by a representative number of country general stores located in these provinces. The relative standing of February this year compared with last varied considerably for different regions, the percentage change in sales ranging from a decline of 4 per cent in Southern Alberta to an increase of 15.7 per cent for the eastern portion of Ontario. Percentage changes in sales for the various divisions, for which figures are available, are as follows: Ontario East, + 15.7 per cent; Ontario North, +3.8 per cent; Ontario West, + 3.5 per cent; Manitoba, + 1.9 per cent; Saskatchewan North, + 1.1 per cent; Saskatchewan South, + 7.7 per cent; Alberta North, + 9.1 per cent; and Alberta South, - 4.0 per cent.

These percentage changes are based upon calendar month sales totals and no allowances are made for the extra Saturday in February of last year. Were allowance made for this factor, sales for February, 1937, would make a considerably better showing when compared with 1936. As no adjustments are yet available for number of business days, for the varying sales importance of different week days or for seasonal variations, these factors must be kept in mind when using the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin.

Percentage Change in Country General Store Sales, by Regions

	Decembe Decembe		January January		February 1937 February 1936	
Regions	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales	Number of stores reporting	change in
Ontario East North Nest Total Manitoba, Total Saskatchewan North South Total Alberta North Total	41 41 34 116 47 47 43 90 58 64	+ 7.5 + 6.2 + 2.8 + 5.7 +15.8 + 15.8 + 11.4 +21.1 + 5.0 +10.3	46 42 36 124 48 47 46 93 46 65	+16.3 +10.2 +10.0 + 8.0 + 5.9 + 5.8 +10.3 + 3.6	43 42 33 118 49 39 45 84 43 55 98	+15.7 +3.8 +3.5 +7.5 +1.9 +1.1 +7.7 +4.1 +9.1 -4.0 (x)

(x) No change.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MARCH. 1937 (Value of Turnover in Comparison with Previous Year)

Retail trade in small towns and rural areas was up 13.7 per cent in value in March this year compared with last, according to returns submitted by more than 600 country general stores located in all sections of the country. All provinces shared in the improvement recorded over last year, an improvement which must be attributed at least in part to the early date of Easter this year and the consequent concentration of the holiday business in the month of March. Gains in retail sales were generally higher for the central part of the Dominion than in either the Maritime Provinces or the Far West. Percentage increases over last March for the different provinces are as follows: Maritime Provinces, 10.2 p.c.; Quebec, 16.2 p.c.; Ontario, 13.6 p.c.; Manitoba, 16.4 p.c.; Saskatchewan, 14.0 p.c.; Alberta, 9.3 p.c., and British Columbia, 8.8 p.c.

These percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days in the week. The effect of the changing date of Easter has already been mentioned.

With this report, data on monthly retail sales for country general stores in all sections of the country are published for the first time. Details for the various regions are shown below. Quebec South includes that portion of the province situated to the south of the St. Lawrence River; Quebec North takes in the remainder of the province. Sales in Ontario East cover all that portion of the province lying east of York and Simcoe Counties and south of Nipissing and Parry Sound; Ontario west includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin. The Maritime Provinces, Manitoba and British Columbia are not further subdivided.

Percentage Change in Country General Store Sales, by Regions

10.00	January	1937	Februar	y 1937	March	1937
	January	7 1936	Februar	y 1936	March	1936
Region	Number of	Per cent	Number of	Per cent	Number of	
	stores	change in	stores	change in	stores	change in
	reporting	sales(1)	reporting	sales(1)	reporting	sales(1)
Maritime Provinces	1 /	(X)	(X)	(X)	110	10.2
Quebec South	(X)	(X)	(X)	(X)	45	11.1
" North	(X)	(X)	(x)	$\begin{pmatrix} x \\ x \end{pmatrix}$	37	21.0
" Total	(X)	(X)		(X)	82	16.2
Ontario East	46	16.3	43	15.7	40	17.4
" North	42	10.2	42	3.8	37	14.4
" West	36 124	1.2	33 118	3.5 7.5	35 112	13.6
10001					48	
Manitoba	48	8.0	49	1.9		16.4
Saskatchewan North		5.7	39	1.1	49	13.6
" South		5.9	45	7.7	45	14.6
TOUAL	93	5.8	84	4.1	94	14.0
Alberta North	46	10.3	43	9.1	43	17.6
" South	65	7.7	55	-4.0	61	5.6
TOUGT	111	3.6	98	0.0	104	9.3
British Columbia.	(X)	(X)	(X)	(X)	61	8.8
CANADA	(X)	(X)	(X)	(X)	611	13.7

⁽¹⁾ Except where indicated, the percentage change represents an increase.

(X) Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, APRIL, 1937 (Value of Turnover in Comparison With Previous Year)

Retail sales in small towns and rural areas for April were about per cent higher in dollar volume than for April, 1936, according to returns submitted by some 550 country general stores located in all sections of the country. This compares with an increase of 8.5 per cent for urban crade reflected in monthly sales of chain and department stores.

Of the geographic divisions, Alberta North, with a 14.1 per cent norease, showed the greatest improvement from April, 1936, followed by quebec South with an increase of 13.7 per cent. Ontario West, with an increase of 1.7 per cent, showed the least improvement over April a year ago. Percentage changes in country general store sales for the various provinces between April, 1937 and 1936, with corresponding comparisons between March, 937 and 1936, in brackets, are as follows: Maritime Provinces, 9.7 p.c. 10.2 p.c.); Quebec, 13.1 p.c. (16.2 p.c.); Ontario, 4.9 p.c. (13.6 p.c.); Manitoba, 10.0 p.c. (16.4 p.c.); Saskatchewan, 9.1 p.c. (14.0 p.c.); Iberta, 6.3 p.c. (9.3 p.c.); British Columbia, 8.4 p.c. (8.8 p.c.); Canada totals, 8.9 p.c. (13.7 p.c.).

These percentage changes are based upon calendar-month totals with a allowances for differences in number of business days or for the varying cales importance of the different days of the week.

Details for the various regions are shown below.

		cent Char Sales (1	April 1937 April 1936		
Region	January 1937 1936	February 1937 1936	March 1937 1936	Number of stores reporting	change in
Maritime Provinces	(X)	(X)	10.2	86	9.7
uebec South	(X) (X)	(X) (X)	11.1 21.0 16.2	34 37 71	13.7 12.7 13.1
ntario East	16.3 10.2 1.2 10.0	15.7 3.8 3.5 7.5	17.4 14.4 7.8 13.6	35 35 31 101	6.7 6.0 1.7 4.9
Manitoba	8.0	1.9	16.4	48	10.0
askatchewan North	5.7 5.9 5.8	1.1 7.7 4.1	13.6 14.6 14.0	45 49 94	9.3 9.0 9.1
lberta North	10.3 .7 3.6	9.1 -4.0 0.0	3.7.6 5.6 9.3	43 62 105	14.1 3.4 6.3
ritish Columbia	(X)	(X)	8.8	53	8.4
CANADA	(X)	(X)	13.7	558	8.9

¹⁾ Except where indicated, the percentage change represents an increase.

X) Not available.



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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MAY, 1937 (Value of Turnover in Comparison With Previous Year)

Sales of general merchandise in small towns and rural areas for May were 8 per cent higher in dollar volume than for May, 1936, according to returns submitted by some 550 country general stores located in all sections of the country. The improvement was similar in extent to that recorded for urban trade as reflected in monthly returns from chain and department stores.

Marked improvement in rural retail trade was reported for Quebec Province where sales were 16 per cent higher in dollar value than a year ago. The Maritime Provinces came next with a gain of 12 per cent. Ontario sales averaged 9 per cent better than a year ago but wide variations for different sections of the province were recorded. The Eastern portion continues to lead in the year-to-year comparison with an improvement over May last year of 16 per cent. More moderate gains of 8 per cent and 5 per cent were reported in the Northern and Western portions of the province.

Manitoba reported an increase of 7 per cent and British Columbia showed an improvement of 8 per cent. Sales in the Northern portion of Saskatchewan were 5 per cent higher than a year ago while in Southern Saskatchewan and in both Northern and Southern Alberta value of rural trade remained unchanged from a year ago.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

	Per ce	ent Change	May May	May 1937 May 1936		
Region	January 1937 1936	February 1937 1936	March 1937 1936	April 1937 1936	Number of stores reporting	Per cent change in sales (1)
Maritime Provinces .	(X)	(X)	10.2	9.7	80	12.3
Quebec South " North " Total	(X) (X)	(X) (X)	11.1 21.0 16.2	13.7 12.7 13.1	35 30 65	18.9 13.3 15.7
Ontario East " North " West " Total	16.3 10.2 1.2 10.0	15.7 3.8 3.5 7.5	17.4 14.4 7.8 13.6	6.7 6.0 1.7 4.9	41 36 37 114	15.8 7.6 4.6 9.2
Manitoba	8.0	1.9	16.4	10.0	45	6.8
Saskatchewan North . South . Total .	5.7 5.9 5.8	1.1 7.7 4.1	13.6 14.6 14.0	9.3 9.0 9.1	40 49 89	5.2 3 2.4
Alberta North " South " Total	10.3 .7 3.6	9.1 - 4.0 0.0	17.6 5.6 9.3	14.1 3.4 6.3	45 62 107	1.4 6 1
British Columbia	(X)	(X)	8.8	8.4	53	7.8
CANADA	(X)	(X)	13.7	8.9	553	8.4

⁽¹⁾ Except where indicated, the percentage change represents an increase. (X) Not available.



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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JUNE, 1937 (Value of Turnover in Comparison With Previous Year)

Retail sales of 530 country general stores in Canada showed an increase of almost 9 per cent in dollar volume for June, 1937, as compared with the same month in 1936. This increase is in continuation of earlier gains of 8 per cent for May, 9 per cent for April, and 14 per cent for March, compared with corresponding months last year. There were the same number of business days in June of both years.

Quebec continues to report the best improvement with a gain of 15 per cent over June last year, followed by British Columbia with 14.6 per cent and the Maritime Provinces with 8 per cent. An increase of 10 per cent for Eastern Ontario was modified by smaller gains of 7 per cent for Ontario North and 4 per cent for Ontario West, resulting in a gain of 7 per cent for the province as a whole. Country general store sales in Manitoba were up 7 per cent and Saskatchewan reported 5 per cent more business than in June a year ago, gains ranging from 1 per cent for the southern districts to 8 per cent for more northern parts being recorded. Aggregate sales for 105 stores in Alberta were 2 per cent higher this June than last; in Northern Alberta sales were up 6 per cent and in Southern Alberta, 1 per cent.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

	where the part were represented a second							
	Per cent	Per cent Change in Sales June 1937 June 1936						
Region	February 1937 1936	March 1937 1936	1937		Number of stores reporting	Per cent increase		
Maritime Provinces	(X)	10.2	9.7	12:03	75	8.1		
Quebec South	(X) (X)	11.1 21.0 16.2	13.7 12.7 13.1	13.3	36 30 66	15.7 14.5 15.0		
Ontario East	15.7 3.8 3.5 7.5	17.4 14.4 7.8 13.6	6.7 6.0 1.7 4.9	4.6	33 34 33 100	10.3 7.3 3.8 7.1		
Manitoba	1.9	16.4	10.0	6.8	47	6.8		
Saskatchewan North	1.1 7.7 4.1	13.6 14.6 14.0	9.3 9.0 9.1		42 44 86	7.8 .9 4.7		
Alberta North South Total	9.1 -4.0 0.0	17.6 5.6 9.3	14.1 3.4 6.3	-	43 62 105	6.4 1.0 2.4		
British Columbia	(X)	8.8	8.4	7.8	51 .	14.6		
CANA DA	(X)	13.7	8.9	8.4	530	8.6		

⁽X) Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, July, 1937 (Value of Turnover in Comparison With Previous Year)

Retail sales of general merchandise stores in small towns and rural areas in Canada showed an increase of almost 14 per cent in dollar volume for July, 1937, as compared with the same month in 1936. This increase is in continuation of earlier gains of 9 per cent for June, 8 per cent for May and 9 per cent for April. The more substantial gain for July is due in part at least to differences in the sales importance of different days of the week and the occurrence of five Saturdays in July this year compared with four a year ago.

Quebec sales were up 22 per cent and the Maritime Provinces, 17 while Ontario and British Columbia both averaged 15 per cent per cent. higher than a year ago. Gains in Ontario ranged from 10 per cent for the northern sections of the province to 21 per cent in the eastern parts. The western section reported an improvement of 16 per cent.

Gains in dollar value of sales over July last year were also generally reported in the Prairie Provinces but smaller percentage increases reflect the much less favourable agricultural outlook in these parts. Manitoba reported an increase of 10 per cent; Saskatchewan was up 7 per cent, and Alberta, 3 per cent.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

			nge in		Jul <u>y</u> July	1937 1936			
Region	March 1937 1936	April 1937 1936	May 1937 1936	June 1937 1936	Number of stores reporting	Per cent increase			
Maritime Provinces	10.2	9.7	12.3	8.1	65	16.9			
Quebec South	11.1 21.0 16.2	13.7 12.7 13.1	18.9 13.3 15.7	15.7 14.5 15.0	33 32 65	25.2 19.0 21.6			
Ontario East " North " West " Total	17.4 14.4 7.8 13.6	6.7 6.0 1.7 4.9	15.8 7.6 4.6 9.2	10.3 7.3 3.8 7.1	35 30 36 101	21.2 9.6 15.5 15.4			
Manitoba	16.4	10.0	6.8	6.8	43	10.1			
Saskatchewan North South Total	13.6 14.6 14.0	9.3 9.0 9.1	5.2 3 2.4	7.8 .9 4.7	41 41 82	8.7 5.4 7.3			
Alberta North	17.6 5.6 9.3	14.1 3.4 6.3	1.4 6 1	6.4 1.0 2.4	43 57 100	4.9 2.5 3.2			
British Columbia	8.8	8.4	7.8	14.6	41	15.0			
CANADA	13.7	8.9	8.4	8.6	497	13.7			

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Internal Trade Branch Chief: H. Marshall, B.A., F.S.S.

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, AUGUST, 1937.

(Value of Turnover in Comparison with Previous Year)

Retail vales of general merchandise stores in small towns and rural areas in Canada showed an increase of 3.0 per cent in dollar volume for August 1937, as compared with August 1936. This increase compares with one of 13.7 per cent shown for July, and compares with advances over the corresponding month last year of 8.6 per cent for June, 8.4 per cent for May and 8.9 per cent for April.

Quebec again showed the greatest increase, 15.7 per cent, followed by British Columbia with an advance of 4.6 per cent. Ontario was next with a gain of 4.3 per cent, followed by the Maritime Provinces with 3.6 per cent and Alberta with 2.4 per cent. Manitoba registered a slight decreass, 0.4 per cent, while that for Saskatchewan was 16.4 per cent as compared with August 1936.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Region	Per	cent Oh	ange in Sa	August 1937 August 1936					
1	April 1 <u>93</u> 7 1936	May 1 <u>93</u> 7 1 <u>93</u> 6	June 1937 1936	July 1 <u>93</u> 7 1936	Number of stores reporting	Per cent			
Maritime Provinces	9.7	12.3	8.1	16.9	74	+ 3.6			
Quebec South	13.7 12.7 13.1	18.9 13.3 15.7	15.7 14.5 15.0	25.2 19.0 21.6	39 29 68	+ 20.0 + 11.8 + 15.7			
Ontario East	6.7 6.0 1.7 4.9	15.8 7.6 4.6 9.2	10.3 7.3 3.8 7.1	21.2 9.6 15.5 15.4	37 34 31 102	+ 7.0 + 3.4 + 2.2 + 4.3			
Manitoba	10.0	6∘8	6,8	10.1	45	- •#			
Saskatchewan North South Total	9°3 9°0 9°1	5.2 3 2.4	7.8 .9 4.7	8.7 5.4 7.3	38 40 78	- 12.1 - 16.4 - 14.0			
Alberta Forta " South " Total	14.3 3.4 6.3	1.4 6 1	6.4 1.0 2.4	4.9 2.5 3.2	39 54 93	+ 3.8 + 1.8 + 2.4			
British Columbia	8.4	7.8	14.6	15.0	31	+ 4.6			
CANADA	8.9	8,4	8.6	13.7	491	+ 3.0			

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Internal Trade Branch Chief: H. Marshall, B.A., F.S.S.

63-D-07

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, SEPTEMBER, 1937 (Value of Turnover in Comparison With Previous Year)

Country general store sales averaged 5 per cent higher in September this year than in the corresponding month of 1936 according to comparative sales figures reported by 500 of these general merchandise stores located in the smaller towns and rural areas of the country. In contrast with the improvement of 5 per cent for the country as a whole, a sharp drop in sales amounting to almost 19 per cent was recorded in Saskatchewan, both the northern and southern parts of the province reporting similar declines from last rear. All other sections of the country reported increased sales. Quebec sales were up by 13 per cent and British Columbia was second with 11 per cent. Increases over September last year for other divisions are: Maritime Provinces, 10.6 per cent; Manitoba, 8.5 per cent; Ontaria, 6 per cent, and Alberta, 6 per cent.

These percentage changes are based upon calendar-month totals with no allownces for differences in number of business days or for the varying sales importance of the different days of the week.

The state of the s	Per	Cent Cha	nge in S	September 1937 September 1936		
Region	May 1 <u>93</u> 7 1936	June 1 <u>93</u> 7 1936	July 1 <u>93</u> 7 1936	August 1937 1936	Number of stores reporting	Per cent
aritime Provinces	12.3	8.1	16.9	3.6	72	+10.6
webec South	18.9 13.3 15.7	15.7 14.5 15.0	25.2 19.0 21.6	20.0 11.8 15.7	38 29 67	+15.0 +10.3 +12.5
ntario East	15.8 7.6 4.6 9.2	10.3 7.3 3.8 7.1	21.2 9.6 15.5 15.4	7.0 3.4 2.2 4.3	40 32 32 104	+ 9.7 + 5.6 + 9.1 + 8.0
anitoba	6.8	6.8	10.1	-0.4	40	+ 8.5
askatchewan North	5.2 -0.3 2.4	7.8 0.9 4.7	8.7 5.4 7.3	-12.1 -16.4 -14.0	38 41 79	-18.2 -19.1 -18.6
lberta North	1.4 -0.6 -0.1	6.4 1.0 2.4	4.9 2.5 3.2	3.8 1.8 2.4	36 59 95	+ 6.1 + 6.0 + 6.0
British Columbia,	7.8	14.6	15.0	4.6	43	+10.8
CANADA	8.4	8.6	13.7	3.0	500	+ 5.0

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, OCTOBER, 1937 (Value of Turnover in Comparison with Previous Year)

Substantial increases in country general store sales in October of this year compared with last amounting to 14 per cent in Quebec, 9 per cent in British Columbia and 7 per cent in Ontario were modified by lesser gains of 5 per cent in the Maritimes and in Manitoba, no change in Alberta and a 10 per cent decline in Saskatchewan, resulting in a net increase of 5 per cent for the country as a whole. This is a continuation of gains recorded in each of the corresponding-month comparisons for this year and last, increases for earlier months being 5 per cent for September, 3 per cent for August and 14 per cent for July. The 10 per cent decline in Saskatchewan for October compares with declines of 19 per cent in September and 14 per cent in August. Figures for earlier months showed improvements over the corresponding periods a year ago.

These percentage changes are based upon calendar-month totals with po allowances for differences in the number of business days or for the varying sales importance of the different days of the week. There was one more business day in October a year ago compared with this.

	Pe	er Cent Cl	nange in	Sales	October October			
Region	June	July	August	September	Number of	And the second s		
	1937	1937	1937	1937	stores	Per cent		
	1936	1936	1936	1936	reporting	change		
Maritime Provinces	8.1	16.9	3.6	10.6	71	+ 5.0		
Quebec South	15.7	25.2	20.0	15.0	41	+11.7		
" North	14.5	19.0	11.8	10.3	32	+17.4		
" Total	15.0	21.6	15.7	12.5	73	+14.2		
			-2-1		, ,			
Ontario East	10.3	21.2	7.0	9.7	51	+ 7.9		
" North	7.3	9.6	3.4	5.6	42	+ 6.2		
" West	3.8	15.5	2.2	9.1	56	+ 7.4		
" Total	7.1	15.4	4.3	8.0	149	+ 7.1		
Manitoba	6.8	10.1	-0.4	8.5	52	+ 4.8		
	- 0			20.0	42			
Saskatchewan North	7.8	8.7	-12.1	-18.2	41	-13.6		
Bouth	0.9	5.4	-16.4	-19.1	27 68	- 2.5		
" Total	4.7	7.3	-14.0	-18.6	60	-10.2		
Alberta North	6.4	4.9	3.8	6.1	37	- 0.3		
" South	1.0	2.5	1.8	6.0	55	+ 0.2		
" Total	2.4	3.2	2.4	6.0	92	,		
TOOTT ******	2,4	200	C . 4	0.0	12			
British Columbia	14.6	15.0	4.6	10.8	37	+ 8.9		
		-,			,			
GANADA	8.6	13.7	3.0	5.0	542	+ 5.1		

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, NOVEMBER, 1937 (Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 9 per cent higher in November of this year compared with last according to monthly statements submitted by a representative number of these general merchandise stores located in the smaller towns and rural areas. Improved agricultural revenue in Manitoba is reflected in an increase of 21 per cent in country general store sales in that province. Alberta also reported a marked gain of 14 per cent. Quebec sales were up 12 per cent and Saskatchewan reported an improvement of 9 per cent over November a year ago. Sales in British Columbia advanced 7 per cent while a more moderate increase of 4 per cent was general for all sections of Ontario and in the Maritime Provinces.

These percentage changes in sales are based upon calendar-month totals with no allowances made for differences in number of business days or for the varying sales importance of the different days of the week. There was one more business day in November of this year than last.

	Pe	r Cent Ch	ange in Sal	Les	November 1937 November 1936	
Region	July 1 <u>93</u> 7 1936	August 1 <u>93</u> 7 1936	September 1937 1936	October 1 <u>93</u> 7 1936	Number of stores reporting	Per cent change
Maritime Provinces	16.9	3.6	10.6	5.0	73	+ 4.3
Quebec South	25.2 19.0 21.6	20.0 11.8 15.7	15.0 10.3 12.5	11.7 17.4 14.2	36 33 69	+13.2 +10.3 +11.8
Ontario East	21.2 9.6 15.5 15.4	7.0 3.4 2.2 4.3	9.7 5.6 9.1 8.0	7.9 6.2 7.4 7.1	45 38 54 137	+ 3.7 + 3.7 + 4.0 + 3.8
Manitoba	10.1	-0.4	8.5	4.8	42	+21.3
Saskatchewan North South Total	8.7 5.4 7.3	-12.1 -16.4 -14.0	-18.2 -19.1 -18.6	-13.6 -2.5 -10.2	49 50 99	+ 6.9 +12.2 + 9.0
Alberta North	4.9 2.5 3.2	3.8 1.8 2.4	6.1 6.0 6.0	-0.3 0.2	36 69 105	+10.0 +14.9 +13.5
British Columbia	15.0	4.6	10.8	8.9	49	+ 7.2
CANADA	13.7	3.0	5.0	5.1	574	+ 9.0

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, DECEMBER, 1937 (Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 7 per cent higher in December, 1937, than the corresponding month in 1936 according to monthly statements received from some 700 these general merchandise stores located in the smaller towns and rural areas. All tions of the country with the exception of Saskatchewan and Northern Alberta reported reased business. Sales in Quebec were up 16 per cent compared with December, 1936. The rease in Manitoba was only slightly less at 13 per cent. Increases for other regions a 8 per cent in Ontario, 7 per cent in the Maritime Frovinces and 6 per cent in British ambia. A 7 per cent increase in Southern alberta was modified by a decline of 2 per t in the more northern parts of the province, resulting in a net gain of 4 per cent for province as a whole. Saskatchewan sales were down by 8 per cent.

These percentage changes in sales are based upon calendar-month totals with no owances made for differences in number of business days or for the varying sales imporse of different days of the week.

	Fer Cent Change in Sales				December 1937 December 1936	
Region	August 1937 1936	September 1937 1936	October 1 <u>93</u> 7 1936	November 1937 1936	Number of stores reporting	Per cent
ttime Provinces	3.6	10.6	5.0	4.3	81	+ 6.6
North North	20.0 11.8 15.7	15.0 10.3 12.5	11.7 17.4 14.2	13.2 10.3 11.8	55 53 108	+ 14.7 + 16.7 + 15.7
rio East' North' West' Total	7.0 3.4 2.2 4.3	9.7 5.6 9.1 8.0	7.9 6.2 7.4 7.1	3.7 3.7 4.0 3.8	54 43 57 154	+ 9.2 + 7.3 + 7.0 + 7.8
itoba	-0.4	8.5	448	21.3	52	÷ 13.3
katchewan North "South "Total	-12.1 -16.4 -14.0	-18.2 -19.1 -18.6	-13.6 -2.5 -10.2	6.9 12.2 9.0	64 54 118	- 6.8 - 9.4 - 7.7
orta North	3.8 1.8 2.4	6.1 6.0 6.0	-0.3	10.0 14.9 13.5	49 87 136	- 2.3 + 6.5 + 3.8
tish Columbia	4.6	10.8	8.9	7.2	50	+ 6.3
CANADA	3.0	5.0	5.1	9.0	699	+ 6.6

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JANUARY, 1938 (Value of Turnover in Comparison with Previous Year)

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Country general store sales averaged one per cent higher in January, 1930, han in the corresponding month a year ago according to monthly statements received from lmost 700 of these general merchandise stores located in the smaller towns and rural reas. quebec and Manitoba reported better than average increases; sales in Ontario nd Saskatchewan were down from a year ago, while results for the Maritimes, Alberta and ritish Columbia were similar to that for the Dominion as a whole.

Quebec reported 7 per cent more business than in January of last year, the ain for the southern part of the province being especially good at 10 per cent. Sales n Manitoba were up 4 per cent. Eastern Ontario also made a good showing with a gain of per cent but this was offset by declines of 6 per cent in the western and the northern arts, resulting in a net decrease of 2 per cent for the province. Saskatchewan sales ere down by 3 per cent.

These percentage changes in sales are based upon calendar-month totals with no llowances made for differences in number of business days or for the varying sales mportance of different days of the week.

THE THE PERSON NAMED AND ADDRESS OF THE PERSON OF THE PERS			C. THE SECOND CONTRACTOR CONTRACT			
	Per Cent Change in Sales				January 1938 January 1937	
Region	September 1 <u>93</u> 7 1936	October 1937 1936	November 1937 1936	December 1937 1936	Number of stores reporting	Per cent
aritime Provinces	10.6	5.0	4.3	6.6	87	+ 0.5
uebec South	15.0 10.3 12.5	11.7 17.4 14.2	13.2 10.3 11.0	14.7 16.7 15.7	50 56 106	+ 10.0 + 3.7 + 6.5
ntario East " North " West " Total	9•7 5•6 9•1 8•0	7.9 6.2 7.4 7.1	3.7 3.7 4.0 3.8	9.2 7.3 7.0 7.8	51 37 51 139	+ 0.2 + 6.3 - 6.3 - 1.6
anitoba	8.5	4.8	21.3	13.3	50	+ 4.2
askatchewan North " South " Total	-10.2 -19.1 -10.6	-13.6 - 2.5 -10.2	6.9 12.2 9.0	- 6.8 - 9.4 - 7.7	60 56 116	- 3.9 - 0.9 - 2.6
lberta North	6.1 6.0 6.0	- 0.3	10.0 14.9 13.5	- 2.3 6.5 3.8	45 87 132	+ 0.5 + 2.1 + 1.6
ritish Columbia	10.8	8,9	7:2	6,3	4 9 ·	+ 0.6
CANADA	5.0	5.1	9.0	6.6	607	+ 1.1

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63-D-03

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, FEBRUARY, 1938.

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 4 per cent higher in February, 1938 than in the same month a year ago according to monthly statements received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Manitoba reported 13 per cent more business than in February of last year. Sales in the Maritime Provinces were up 6 per cent followed by Quebec and British Columbia each with a gain of 5 per cent. Saskatchewan sales were up by 4 per cent and Alberta, 3 per cent. Sales in Ontario were up 3 per cent in the eastern sections and remained unchanged in the northern parts, while inclement weather conditions in the southwestern portion of the province lead to a reduction of 7 per cent below February of last year. Sales for the province were down by 1 per cent.

These percentage changes in sales are based upon calendar-month totals with no allowances made for differences in number of business days or for the varying sales importance of different days of the week. There were the same number of business days in February of this year and last.

Region	Per Cont Change in Sales			February, 1938 February, 1937		
	November 1937 1936	December 1937 1936	January 1938 1937	Number of stores reporting	Number	Per cent change
Maritime Provinces	4.3	6.6	+ 0.5	93	50	+ 6.4
Quebec South " North " Total	13.2 10.3 11.8	14.7 16.7 15.7	+10.0 + 3.7 + 6.5	54 52 106	33 31 64	+ 8.2 + 2.4 + 5.3
Ontario East " North " West " Total	3.7 3.7 4.0 3.8	9.2 7.3 7.0 7.8	+ 8.2 - 6.3 - 6.3 - 1.6	56 38 55 149	34 20 22 76	+ 2.8 - 0.2 - 6.5 - 1.2
Wanitoba	21.3	13.3	+ 4.2	58	45	+13.1
Saskatchewan North South Total	6.9 12.2 9.0	- 6.8 - 9.4 - 7.7	- 3.9 - 0.9 - 2.6	65 61 126	39 30 69	+ 6.0 + 1.1 + 3.9
Alberta North South Total	10.0 14.9 13.5	- 2.3 6.5 3.8	+ 0.5 + 2.1 + 1.6	55 90 145	34 47 81	+ 3.5 + 2.5 + 2.9
British Columbia	7.2	6.3	+ 0.6	56	38	+ 4.8
CANADA	9•0	6.6	+ 1.1	733	423	+ 3.7

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MARCH, 19384

(Value of Turnover in Comparison with Previous Year)

Country general store sales were maintained at a slightly higher level in March this year than last, dollar volume of business for more than 700 reporting firms averaging 0.5 per cent above the amount recorded a year ago. Quebec reported an increase of 8 per cent over March last year and Manitoba was up by 5 per cent. An increase of 4 per cent in the eastern section of Ontario was modified by a smaller gain of 2 per cent in the western parts and a decline of 1 per cent in the northern, resulting in a net gain of 2 per cent for the province as a whole. Sales in British Columbia remained unchanged from a year ago. Declines below March, 1937, were reported for the other provinces, amounting to 2 per cent for the Maritimes and Alberta, and 8 per cent in Saskatchewan.

These percentage changes are based upon calendar-month totals with no allowances made for differences in the number of business days in different months. There were the same number of business days in March of this year as last.

	Per Cen	it Change	in Šales		rch, 1933.	
Region	December 1937 1936	January 1938 1937	February 1938 1937	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces	+ 6.6	+ 0.5	+ 6.4	87	ग्री	- 2.1
Quebec, South North Total	+14.7 +16.7 +16.1	+10.0 + 3.7 + 5.7	+ 8.2 + 2.4 + 4.3	55 48 103	38 29 67	+ 7.2 + 7.7 + 7.5
Ontario, East " North " West † Total	+ 9.2 + 7.3 + 7.0 + 7.8	+ 8.2 - 6.3 - 6.3 - 1.5	+ 2.8 - 0.2 - 6.5 - 1.9	49 39 58 146	29 18 30 67	+ 4.0 - 1.1 + 1.6 + 1.7
Manitoba	+13.3	+ 4.2	+13.1	53	39	+ 4.8
Saskatchewan, North n South n Total	- 6.8 - 9.4 - 7.8	- 3.9 - 0.9 - 2.8	+ 6.0 + 1.1 + 4.2	66 60 126	24 19 43	- 8.2 - 7.1 - 7.8
Alberta, North South	- 2.3 + 6.5 + 3.2	+ 0.5 + 2.1 + 1.5	+ 3.5 + 2.5 + 2.9	51 86 137	23 39 62	- 7.6 + 0.8 - 2.4
British Columbia	+ 6.3	+ 0.6	+ 4.8	56	32	- 0.1
CANADA	+ 6.6	+ 1.1	+ 3•7	708	364	+ 0.5

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, APRIL, 1938. (Value of Turnover in Comparison with Previous Year)

Sales of country general stores in Canada increased substantially in April, 1938, over the corresponding month of 1937. Increases varied from 1.3 per cent in British Columbia to 16.7 per cent in Manitoba, the increase for Canada as a whole being 5.5 per cent. Of the 707 stores reporting, 453 reported increases over April a year ago. Increases were general in Quebec, being 9.6 per cent for Quebec South, and 10.9 per cent for Quebec North. Increases for Ontario were 3.8 per cent; Manitoba, 15.7 per cent; Saskatchewan, 3.0 per cent; Alberta, 6.4 per cent; and British Columbia, 1.3 per cent. A decline of 1.7 per cent below April 1937 was reported by the Maritimes.

This series has now been placed on an index basis and monthly indexes by provinces from January, 1936, onwards are shown in this bulletin. These indexes are computed on the base, average monthly sales in 1936 equals 100. No corrections are made for differences in number of business days or for seasonal variations.

The index for April, 1938, stands at 104.2 compared with 91.1 for March and 98.8 for April a year ago. Figures for the first four months of the current year reveal an increase of 3 per cent compared with the corresponding period of 1937.

Percentage Change in Country General Store Sales by Regions

	Per (Cent Change	in Sales		April, 1938 April, 1937	
Region	January 1938 1937	February 1938 1937	March <u>1938</u> 1937	Number of stores reporting	Number reporting an increase	Per cent
Maritime Provinces	+ 0.5	+ 6.4	- 2,1	85	37	1.7
Quebec, South North Total	+10.0 + 3.7 + 5.7	+ 8.2 + 2.4 + 4.3	+ 7.2 + 7.7 + 7.5	52 48 100	37 32 69	+ 9.6 +10.9 +10.5
Ontario, East North West Total	+ 8.2 - 6.3 - 6.3 - 1.5	+ 2.8 - 0.2 - 6.5 - 1.9	+ 4.0 - 1.1 + 1.6 + 1.7	52 37 57 146	35 24 33 92	+ 6.3 + 4.0 + 1.7 + 3.8
Manitoba	+ 4,2	+13.1	+ 4.8	57	47	+16.7
Saskatchewan, North South Total	~ 3.9 ~ 0.9 ~ 2.8	+ 6.0 + 1.1 + 4.2	- 8.2 - 7.1 - 7.8	61 60 121	38 41 79	+ 2.6 + 3.7 + 3.0
Alberta, North South Total	+ 0.5 + 2.1 + 1.5	+ 3.5 + 2.5 + 2.9	- 7.6 + 0.8 - 2.4	54 87 141	34 62 96	+ 3.1 + 8.4 + 6.4
British Columbia	+ 0.6	+ 4.8	0.1	57	33	+ 1.3
CANADA	+ 1.1	+ 3.7	÷ 0.5	707	453	+ 5.5

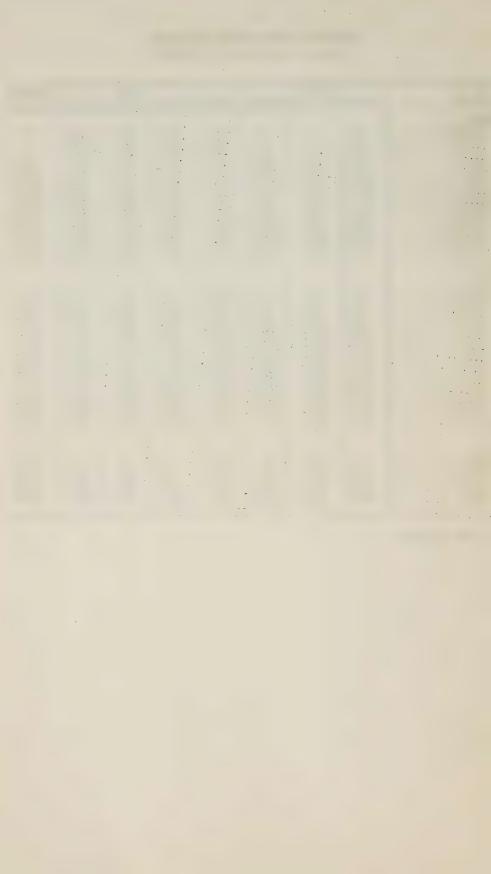
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INDEXES OF COUNTRY GENERAL STORE SALES

(Average Monthly Sales in 1936-100)

Year and		Maritime				Sask-		British
Month	CANADA		Quebec	Ontario	Manitoba		Alberta	
1936 January February March April May June July August September October November December	75.7 74.3 80.0 90.7 105.5 101.9 103.5 110.2 115.2 122.0 102.0	* 83.9 91.3 109.8 101.6 102.3 103.5 98.3 112.5 106.5 119.0	* 82.8 88.5 110.0 112.1 113.0 109.0 104.1 108.9 100.9	75.0 77.1 82.6 97.3 112.6 105.0 109.6 109.4 104.8 109.6 99.5	69.0 67.3 73.9 81.2 94.7 96.5 104.3 124.8 134.4 133.9 98.3 121.7	62.1 62.4 70.1 84.8 97.1 90.5 88.0 112.8 148.4 157.2 105.3 121.3	72.1 69.9 78.8 92.1 98.7 95.7 96.8 108.8 122.2 132.6 103.5 128.8	* 86.4 96.9 104.5 104.8 110.3 106.0 107.9 98.4 117.6
January February March April May June July August September October November December	80.7 77.5 90.6 98.8 114.4 110.7 117.7 113.5 121.0 128.2 111.2	89.4 81.9 92.5 100.2 123.3 109.8 119.6 107.2 108.7 118.1 111.1	79.2 78.9 97.5 100.0 126.6 128.8 136.7 124.7 116.4 125.9 112.2 130.7	81.2 83.0 93.0 101.6 122.7 112.1 127.1 113.7 117.6 103.3 126.7	74.5 68.6 86.0 89.3 101.1 103.1 114.8 124.3 145.8 140.3 119.2	65.7 64.6 79.9 92.6 100.2 95.2 94.6 120.9 142.3 114.7 111.8	75.2 70.6 86.8 99.0 98.9 98.7 100.1 111.6 129.5 132.6 117.0 132.9	84.2 78.7 94.0 105.0 112.7 119.5 120.5 115.4 117.4 117.5 105.5
1938 Jamuary February March April	81.6 80.4 91.1 104.2	89.8 87.1 90.6 98.5	83.7 82.3 104.8 110.5	80.0 81.4 94.6 105.5	77.6 77.6 90.1 104.2	66.0 66.9 73.8 95.4	76.3 72.6 84.7 105.3	84.7 82.5 93.9 106.4

^{*} Not available.



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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MAY, 1938. (Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 2 per cent lower in May this year than last according to returns received from more than 700 of these general merchandise stores occated in the smaller towns and rural areas. Decreases below May last year were recorded or three provinces and gains for all the others. Sales in the northern parts of Saskatchewan were down by 15 per cent and in the southern parts by 1 per cent, resulting in a coss of 10 per cent for the province as a whole. Ontario sales were down by 6 per cent and Alberta, 4 per cent. Quebec sales were up by 3 per cent; Manitoba, 2 per cent; and British Columbia, 1 per cent. Sales in the Maritimes gained fractionally by less than 1 per cent.

These percentage changes are based on calendar-month totals with no allowances or differences in the number of business days in various months. There was one more aturday in May last year than this. Average daily sales for May were practically unchanged from a year ago.

Percentage Change in Country General Store Sales by Regions

		May, 1938 May, 1937					May, 1938 May, 1937	
egion	Number of stores reporting	Number reporting an increase	ł	cent ange	Region	Number of stores reporting	Number reporting an increase	Per cent Change
laritime Provinces Juebec:	86	39	+	0,3	Saskatchewan: North South	63 60	12 28	- 14.9 - 1.2
South North Total .	50 47 97	22 25 47	+ + +	0.9	Total .	123	40	- 9.8
ntario: East North	54 38	20 15	·-	1.4	North South Total .	52 85 137	31 35 66	- 1.9 - 4.4 - 3.5
West Total . anitoba	64 15 6 57	17 52 33	- +	5.7	British Columbia . CANADA	55 711	30 307	+ 1.3

Indexes of Country General Store Sales (1936=100)

	CANA DA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia
May, 1936	105.5	109.8	110,0	112.6	94.7	97.1	98.7	104.5
May, 1937	114.4	123,3	126.6	122.7	101.1	100.2	98.9	112.7
May, 1938	111.9	123.7	130.9	115.7	103.1	90.4	95.4	114.2

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Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

NONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JUNE, 1938. (Value of Turnover in Comparison with Previous Year)

Country general store sales were 2 per cent higher in June this year than last coording to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Improved agricultural conditions in the West ead to marked gains in consumer purchasing by rural dwellers in the Prairie Provinces. ales in Manitoba were up 10 per cent over June, 1937. Gains of 10 per cent in Southern askatchewan and 1 per cent in the northern districts resulted in an increase of 5 per ent for the province as a whole. Alberta sales were up by 4 per cent, increases ranging rom 6 per cent in the southern to 1 per cent in the northern districts being recorded. uebec sales were up by 3 per cent while sales in British Columbia remained unchanged from une last year. Declines of 1 per cent in Ontario and 5 per cent in the Maritime Provinces ere reported.

These percentage changes are based on calendar-month totals with no allowances or differences in the number of business days in different months. There were the same umber of business days in June of this year as last.

Percentage Change in Country General Store Sales by Regions

		June, 1938 June, 1937	TOMETHIE				June, 1938 June, 1937		MORE AC. 10
egion	Number of stores reporting	Number reporting an increase		cent ange	Region	Number of stores reporting	Number reporting an increase	Per c	
aritime Provinces	86	31	300	5- 3	Saskatchewan: North South	66 67	35 52	+ 1 + 10	_
South	· 56	36 2 8	++	4.1 2.4	TOTAL	133	87	+ 4	. 7
TOTAL	103	64	+	2.9	North South	58 86	30 53		• 3
East North West	53 37 53	23 11 24	- +	1.4 5.1 0.9	TOTAL	144	83	÷ 4.	.0
TOTAL	143	58	-	1.3	Columbia .	54	23	- 0.	, 4
anitoba	53	39	+	9.9	CANADA	716	390	+ 1.	. 6

Indexes of Country General Store Sales (1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia
June, 1936	101.9	101.6	112.1	105.0.	96.5	90;5	95.7	104.3
June, 1937	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
June, 1938	112.5	104.0	132.5	110.6	113.3	99.7	102.6	119.0



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

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A. C. Steedman, B.A.

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JULY, 1938
(Indexes of Value)

No. 8.

Country general store sales in Canada averaged 4 per cent lower in July his year than last according to monthly statements received from some 700 of these general merchandise stores located in the smaller towns and rural areas of the country. mproved agricultural outlook in the southern parts of Saskatchewan as compared with a ear ago lead to an increase of 12 per cent in sales in July of this year compared with ast for this region. Sales for the province were up by 2 per cent. Manitoba sales ere up by 1 per cent while all other regions recorded losses ranging from 1 per cent or Alberta to 14 per cent for the Maritime Provinces. Quebec sales were down by 4 per ent; Ontario, 6 per cent and British Columbia, 7 per cent.

These percentage changes are based on calendar-month totals with no llowances made for differences in number of business days. Part of the decline in July f this year compared with last must be attributed to the fact that there was one extrausiness day in July last year.

Percentage Change in Country General Store Sales by Regions

		July, 1938 July, 1937				July, 1938 July, 1937	
egion	Number of stores reporting	reporting	Per cent Change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change
aritime Provinces uebec: South North	42	16 19 16 35	13,6≅ 8,0≅ 23	Saskatchewan: North South TOTAL Alberta: North South	61 56 117 53 90	25 45 70 22 43	- 4.4 + 11.7 + 1.6 - 1.6 - 0.5
ntario: East North West TOTAL	59	17 12 27 56	- 6.8 - 8.6 - 3.1 - 5.6	TOTAL British Columbia	143 5 8	65 25	- 0.9
anitoba	.57	29	+ 0.5	CANADA	697	296	- 4.2

Indexes of Country General Store Sales

(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask- atchewan		British Columbia
une, 1936	101.9	101.6	112.1	105.0	96.5	90.5	95.7	104.3
une, 1937	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
une, 1938	112.5	104.0	132.5	110.6	113.3	99.7	102.6	119.0
uly, 1936	103.5	102.3	113.0	109.6	104.3	88.0	96.8	104.8
uly, 1937	117.7	119.6	136.7	127.1	114.8	94.6	100.1	120.5
uly, 1938	112.8	103.3	131.1	120.0	115.4	96.1	99.2	112.4

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

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hief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
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ol. 2.

No. 9

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES AUGUST, 1938

Sales of general merchandise in small towns and rural areas or August were 1 per cent lower in dollar volume than for August 1937, coording to returns submitted by some 700 country general stores located all sections of the country. In southern Saskatchewan there was an acrease of 26 per cent in August 1938 as compared with the same month of the previous year. Sales for the whole province were up 10 per cent. Iterat was the only other Canadian province recording an increase, August ales being 2 per cent higher than in 1937. Losses in other regions ranged from 2 per cent in British Columbia to 5 per cent in Quebec and Ontario. Here was no change in Manitoba.

These percentage changes are based on calendar-month totals ith no allowances made for differences in number of business days, or for le varying sales importance of the different days of the week.

		August, 1938 August, 1937				August, 1938 August, 1937	
gion	Number of stores reporting	Number reporting an increase		Region	Number of stores reporting	Number reporting an increase	
ritime				Saskatchewan			
Provinces	79	26	- 4.5	North	54	30	- 0.4
ebec South	51	24	- 3.1	South	53	42	+26.4
				TOTAL	107	72	+ 9.5
North	48	18	- 5.1	Alberta			
TOTAL	99	42	- 4.5	North	52	25	- 0.4
tario	F.3	7.0		South	. 87	62	+ 3.2
East	51	19	- 4.5	TOTAL	139	87	+ 1.8
North	38	16	- 7.6			0,	
West	52	21	- 1.7	British Columbia	. 56	30	- 1.8
TOTAL	141	56	- 4.0				
nitoba	57	27	no change	CANADA	678	340	- 0.8

remarks that the second of the

Indexes of Country General Store Sales (At rage Monthly Sales in 1936=100)

Month	Can	ada		time inces	Que	bec	Onta	ario
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77-5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97•5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0		108.7		116.4		113.7	
October	128.2		118.1		125.9		117.6	
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126.7	
% Change 8 mos. <u>1938</u> 1937	+ 0.4		- 3.0	p-q	+ 2.6	-	- 2.1	_

Month	Manit	oba	Saskat	chewan	Alb	erta		tish mbia
	1937	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82.5
March	ğ6 .0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114.2
June	103.1	113.3	95.2	99-7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97•3	106.5	111.6	113.6	115.4	113.3
September	145.8		120.9		129.5		117.4	
October	140.3		142.3		132.6		117.5	
November	119.2		114.7		117.0		105.5	
December	137.9		111.8		132.9		125.0	
% Change 8 mos. <u>1938</u> 1937	+ 5.8	Assi	+ 0.7	Bert	+ 1.2	-	- 0.4	

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

Statistician: A. C. Steedman, B.A. Tol. 2.

No. 9.

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

SEPTEMBER, 1938

Country general store sales in Canada averaged 4 per cent lower in September this year than last according to returns submitted by more than 700 of these stores selling a general line of merchandise in the smaller towns and rural areas. The southern sections of Saskatchewan reported a 27 per cent improvement over September last year and ales in southern Alberta were up by 6 per cent. While these gains were partially offet by declines in the northern sections, total sales for these provinces were up by 9 er cent and 1 per cent respectively from September, 1937. Sales in all other provinces were lower in September this year than last, percentage declines being as follows: Maritime Provinces and Manitoba, 10 per cent; Quebec and Ontario, 8 per cent; British olumbia, 3 per cent.

Cumulative totals for the first nine months of the current year compared with ast show no change in the dollar value of sales, declines in the Maritimes, Quebec, ntario and British Columbia just being offset by gains in the Prairie Provinces.

		nber, 1938 nber, 1937	200 TO 100 M CONT. 200 TO 100 M CONT. 100 M CONT.	of a Colonia Schooling of the State of the S			
egion	Number of stores reporting			Region	Number of stores reporting	Number reporting an increase	Per cent Change
aritime Provinces	87	22	- 9 ₀ 5	Saskatchewan:	60	26	- 2.6
uebec South	55	25	- 2,5	South	59	49	+27.3
North	45	13	-10.2	TOTAL	119	75	+ 8.5
TOTAL	100	38	~ 7.7	Alberta North	56	21	- 6.1
ntario East	51	13	~10.6	South	86	53	+ 5,8
North	40	10	- 2.3	TOTAL	142	74	+ 1.3
West	58	20	4.0	British Columbia	54	28	- 3.2
TOTAL	149	43	~ 7.5				
Manitoba	59	18	- 9.7	CANADA	710	298	- 3.9

Indexes of Country General Store Sales (Average Monthly Sales in 1936=100)

Monthine

			Maritime		0			
Month	Cana			inces	Quet			ario
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82,3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	1.05.5
May	114.4	111.9	123.3	123,7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120,0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121,0	116.3	108.7	98.4	116.4	107.4	113.7	105.2
October	128.2		118.1		125.9		117.6	
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126,7	ALFOCOMOGNIC ALFACT SQUARE STREETS CARP 9
% Change, 9 mos. 1938	- 0,2	-	~ 3,7		~ 7.9	-	- 2.7	-
		CHECK THE PARTY IS NOT THE PARTY THE	Zeros recommendos constituentes um co				Challe the Company of	A 197 Cr. than be seen to see the
			Version and communities and the selection of the communities of the co				Sauth massachister var kantille till er verde han var sen	sk. of Errican providence discontinue and the other of the original and th
Month			Caglio	tohowon			Brit	
Month	Mani	toba	A STATE OF THE PERSON NAMED IN COLUMN 2 IS NOT THE OWNER.	tchewan	Albe	rta	Colu	mbia
Month			Saska	tchewan 1938			!	
Month January	Mani	toba	A STATE OF THE PERSON NAMED IN COLUMN 2 IS NOT THE OWNER.		Albe	rta	Colu	mbia
January	Mani 1937 74.5 68.6	toba 1938	1937	1938	Albe 1937	rta 1938	Colu 1937 84.2 78.7	1938 84.7 82.5
January February March	Mani 1937 74.5 68.6 86.0	1938 77.6 77.6 90.1	1937 65.7 64.6 79.9	1938 66.0 66.9 73.8	Albee 1937 75.2 70.6 86.8	76.3 72.6 84.7	78.7 94.0	84.7 82.5 93.9
January February March April	Mani 1937 74.5 68.6 86.0 89.3	1938 77.6 77.6 90.1 104.2	1937 65.7 64.6 79.9 92.6	1938 66.0 66.9 73.8 95.4	Albe 1937 75.2 70.6 86.8 99.0	76.3 72.6 84.7 105.3	78.7 94.0	84.7 82.5 93.9 106.4
January February March April May	Mani 1937 74.5 68.6 86.0 89.3	77.6 77.6 90.1 104.2	1937 65.7 64.6 79.9 92.6 100.2	1938 66.0 66.9 73.8 95.4 90.4	Albe 1937 75.2 70.6 86.8 99.0 98.8	76.3 72.6 84.7 105.3	78.7 94.0 105.0	84.7 82.5 93.9 106.4 114.8
January February March April May June	Mani 1937 74.5 68.6 86.0 89.3 101.1	1938 77.6 77.6 90.1 104.2 103.1 113.3	1937 65.7 64.6 79.9 92.6 100.2 95.2	1938 66.0 66.9 73.8 95.4 90.4	Albe 1937 75.2 70.6 86.8 99.0 98.8	76.3 72.6 84.7 105.3 195.4	78.7 94.0 105.0 112.7	84.7 82.5 93.9 106.4 114.8
January February March April May June July	Mani 1937 74.5 68.6 86.0 89.3 101.1 103.1	1938 77.6 77.6 90.1 104.2 103.1 113.3	1937 65.7 64.6 79.9 92.6 100.2 95.2 94.6	1938 66.0 66.9 73.8 95.4 90.4 99.7 96.1	Albe 1937 75.2 70.6 86.8 99.0 98.8 98.7	76.3 72.6 84.7 105.3 195.4 102.6 99.2	Colu 1937 84.2 78.7 94.0 105.0 112.7 119.5	84.7 82.5 93.9 106.4 114.2 119.0
January February March April May June July August	Mani 1937 74.5 68.6 86.0 89.3 101.1 103.1 114.8 124.3	1938 77.6 77.6 90.1 104.2 103.1 113.3 115.4 124.3	1937 65.7 64.6 79.9 92.6 100.2 95.2 94.6 97.3	1938 66.0 66.9 73.8 95.4 90.4 99.7 96.1 106.5	Albe 1937 75.2 70.6 86.8 99.0 98.8 98.7 100.1	76.3 72.6 84.7 105.3 195.4 102.6 99.2 113.6	78.7 94.0 105.0 112.7 119.5 120.5	mbia 1938 84.7 82.5 93.9 106.4 114.2 119.0 112.4
January February March April May June July August September	Mani 1937 74.5 68.6 86.0 89.3 101.1 103.1 114.8 124.3	1938 77.6 77.6 90.1 104.2 103.1 113.3	1937 65.7 64.6 79.9 92.6 100.2 95.2 94.6 97.3 120.9	1938 66.0 66.9 73.8 95.4 90.4 99.7 96.1	Albe 1937 75.2 70.6 86.8 99.0 98.8 98.7 100.1 111.6 129.5	76.3 72.6 84.7 105.3 195.4 102.6 99.2 113.6	Colu 1937 84.2 78.7 94.0 105.0 112.7 119.5 120.5 115.4	84.7 82.5 93.9 106.4 114.2 119.0
January February March April May June July August September October	Mani 1937 74.5 68.6 86.0 89.3 101.1 103.1 114.8 124.3 145.8	1938 77.6 77.6 90.1 104.2 103.1 113.3 115.4 124.3	1937 65.7 64.6 79.9 92.6 100.2 95.2 94.6 97.3 120.9	1938 66.0 66.9 73.8 95.4 90.4 99.7 96.1 106.5	Albee 1937 75.2 70.6 86.8 99.0 98.8 98.7 100.1 111.6 129.5 132.6	76.3 72.6 84.7 105.3 195.4 102.6 99.2 113.6	00lu 1937 84.2 78.7 94.0 105.0 112.7 119.5 120.5 115.4 117.4	mbia 1938 84.7 82.5 93.9 106.4 114.2 119.0 112.4
January February March April May June July August September	Mani 1937 74.5 68.6 86.0 89.3 101.1 103.1 114.8 124.3	1938 77.6 77.6 90.1 104.2 103.1 113.3 115.4 124.3	1937 65.7 64.6 79.9 92.6 100.2 95.2 94.6 97.3 120.9	1938 66.0 66.9 73.8 95.4 90.4 99.7 96.1 106.5	Albe 1937 75.2 70.6 86.8 99.0 98.8 98.7 100.1 111.6 129.5	76.3 72.6 84.7 105.3 195.4 102.6 99.2 113.6	Colu 1937 84.2 78.7 94.0 105.0 112.7 119.5 120.5 115.4	mbia 1938 84.7 82.5 93.9 106.4 114.2 119.0 112.4

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch:

Statistician:

Vol. 2.

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

No. 10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1938

Lower prices for farm products resulting in decreased agricultural cash income are reflected in country general store sales for October, which averaged 8 per cent lower than in the corresponding months of 1937, according to statements received from some 700 of these retail outlets located in smaller villages and rural areas and handling a general line of merchandise.

Declines below October last year were greatest in the Maritimes, Ontario and Manitoba. Manitoba sales were down by 17 per cent while the Maritimes and Ontario suffered losses of 14 per cent. Sales in Quebec were down by 7 per cent; Saskatchewan, 6 per cent; and British Columbia, 5 per cent. A gain of 12 per cent in the southern districts of Alberta was modified by declines in the northern section, but resulted in an increase of 6 per cent over last October for the province as a whole.

		tober, 1938 tober, 1937	AND STATE OF THE S	October, 1938 October, 1937					
legion	Number of stores reporting	Number reporting an increase		Region	Number of stores reporting		Per Cent Change		
aritime Provinces puebec: South North	86 54 44 98	18 23 1 ¹ 4 37	-13.8 - 6.7 - 7.8	Saskatchewan: North South TOTAL Alberta: North	62 49 111	2 ¹ 46	- 7.0 - 3.4 - 5.7		
ntario: East	49	10	-14.2	South	89 145	60 83	+12.4		
North West	40 57 146	13	-18.2 -11.6 -14.0	British Columbia	5 5	19	- 4.5		
anitoba	55	10	-17.3	CAHADA	696	243	- 8.1		

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Indexes of Country General Store Sales (Average Monthly Sales in 1936-100)

			Mari		il			
Month	Cana		Provi			ebec	Onta	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101,6	105.5
May	114.4	111.9	123.3	123.7	126.6	130;9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112,1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0	115.8	108.7	98.6	116.4	107.3	113.7	105.2
October	128.2	117.8	118.1	101.8	125.9	116.6	117.6	101.1
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126.7	
% Change, 10 mos. <u>1938</u>	- 1.2		- 4.8	-	+ 0.4	_	- 4.0	-

Month	Manit	o ba	Saskatcl	newan	Alb	erta	4	tish umbi a
	1938	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
Pebruary	68,6	77.6	64.6	66.9	70.6	72.6	78.7	82,5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114.2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
Soptember	145.8	131.7	120.9	130.2	129.5	130.1	117.4	111.4
October	140.3	116.0	142.3	134.2	132.6	140.7	117.5	112,2
November	119.2		114.7		117.0		105.5	
December	137.9		111.8		132.9		125.0	
% Change, 10 mos. <u>1938</u> 1937	+ 0.5	-	+ 0.6	÷ ä,	+ 2.7	£Ž.	- 2.4	**

Note: Indexes for October, 1938, are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTA.VA. CANADA

Dominion Statistician: Chief, Internal Trade Branch: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

Statistician: A. C. Steedman, B.A. Vol. 2

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1938

Dollar volume of country general store sales averaged 5 per cent lower in December, 1938 than in the corresponding month of 1937, and declined to a greater extent in Eastern and Central Canada than in the West, according to reports received from more than 700 general merchandise stores located in the smaller towns and rural areas of the country. Increases of 13 per cent and 3 per cent in the southern districts of Saskatchewan and Alberta reflect improved purchasing power in these areas. All other regions reported declines. The Maritime Provinces were down 9 per cent; Quebec, 7 per cent; Ontario, 9 per cent; Manitoba, 6 per cent and British Columbia, 2 per cent.

Sales for the calendar year were off by 2 per cent from 1937. The Maritime Provinces reported 6 per cent less business in 1938 than in the preceding year; Ontario was down by 5 per cent and British Columbia by 2 per cent. Results for other provinces for 1938 ranged within one per cent of those for 1937.

Percentage Change in Country General Store Sales by Regions

		ember, 1938 ember, 1937	Apple reconstruction of the Principle of the State of the	December, 1938 December, 1937						
Region	Number of stores	Number reporting an increase	1	Region	Number of stores		Per cent Change			
Maritime Provinces:	82	18	- 9.0	Saskatchewan:	67	25	- 4.5			
Quebec: South	56	15	- 7.0	South	58	44	+ 13.3			
North	. 47	16	- 6.4	TOTAL	125	69	+ 2.1			
TOTAL	103	31	- 6.6	North	60	17	- 10.6			
Ontario: East	52	12	- 12.1	South	85	40 57	+ 3.2			
North	41	9	- 12.0	British	145	21	- 2.0			
West	56	16	- 4.2	Columbia	56	24	- 2.1			
TOTAL	149	37	- 8.7							
Manitoba	57	21	- 5.6	CANA DA	717	257	- 4.9			

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Indexes of Country General Store Sales (Average Monthly Sales in 1936=100)

Month	Canada		Maritime Provinces		Que	bec	Ontario	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	9,8.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0	115.8	108.7	98.6	116.4	107.3	113.7	105.2
October	128.2	117.9	118.1	101.9	125.9	116.1	117.6	101.0
November	111.2	104.2	111.1	97.4	112.2	105.1	103.3	97.8
December	126.9	120.7	126.9	115.5	130.7	122.1	126.7	115.7
% Change, 12 mos. 1938	- 2.0	-	- 5.9	-	- 0.9	-	- 4.6	-

Month	Linni	toba	Saskat	chawan	1 A7h.	erta	Brit	ish
ALO 11 011	1937	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82,5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114,2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
September	145.8	131.7	120.9	130.2	129.5	130.1	117.4	111.4
October	140.3	117.7	142.3	134.5	132.6	140.0	117.5	113.3
November	119.2	110.0	114.7	112.1	117.0	110.3	105.5	97.4
December	137.9	130.2	111.8	114.1	132.9	130.2	125.0	122.4
% Change, 12 mos. <u>1938</u> 1937	- 0.7	-	+ 0.5	-	+ 0.6	-	- 1.9	-

Note: Indexes for December, 1938, are subject to revision.



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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch:

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

Statistician: A, C, Steedm

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1939

Sales of country general stores averaged 6 per cent lower in January of this year than last according to returns submitted by 700 general merchandise stores located in the smaller towns and rural areas of the country. All regions reported decreased sales compared with January a year ago. Saskatchewan made the best showing with a decrease of less than 2 per cent while the loss in the Maritime Provinces was greatest at 10 per cent. Decreases below January last year for other provinces were 5 per cent for Ontario, 9 per cent for Manitoba, 7 per cent for Alberta and Quebec, and 5 per cent for British Columbia.

		anuary, 1939 anuary, 1938	•	1	January, 1939 January, 1938					
Region	Number of stores		Per	cen t	Region	Number of stores reporting	Number reporting an increase	Per ce Chang		
Maritime Provinces:	80	19		9,9	Saskatchewan:	69	23	- 1.	8	
Quebec: South	55	23		4.3	South	60	24	- 1.	3	
					TOTAL	129	47	- 1.	6	
North	46	16	-	8.1	Alberta:					
TOTAL	101	39	-	6.9	North	56	9	- 15.	8	
Ontario: East	50	15	_	6.3	South	82	. 34	- 0.	9	
North	37	8		8.9	TOTAL	138	43	- 6.	6	
West	55	24	-	1.8	British Columbia	54	23	- 5.	1	
TOTAL	142	47	-	5.0						
Manitoba	. 56	14	-	9.2	CANADA	700	232	- 6.	0	

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Indexes of Country General Store Sales (Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
A SAND No. (STANDARD AND MAKE A SOUTHWAY AND	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.7	89.8	80.9	83.7	77.9	80.0	76.0
February	80.4	and application of	87.1		82.3		81.4	
March	91.1	errormanic data	90.6		104.8		94.6	
pril	104.2		98.5		110.5		105.5	
Jay	111.9		123.7		130.9		12.5.7	
Jungennesse	112.5	•.	104.0		132.5		110.6	
July	112.8	valence.	103.3		131.1		1.20,0	
lugust	112,6		102.4	on Contraction	119.1		109.3	
September	115,8	i di	98.6	e company	107.3		105.2	
O _c tober	117.9		101.9	an entire	116.1		101.0	
November	104.2		97.4	and control of the co	105.1		97.8	
Dacember	120.8		115.9		122.3		115.8	
Change, 1939	- 6.0	nam.	- 9.9	-	- 6.9		- 5.0	

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Month	Mani	toba	Saska	tchewan	Alb	erta	British Columbia	
TOTAL TO THE SHARE THE THE THE CHEST WAS TRUBBLE SHARE THE THE THE THE THE THE THE THE THE TH	1938	1933	1938	1939	1938	1939	1938	1939
January	77.6	70.5	66.0	64.9	76.3	71.3	84.7	80.4
February	77.6		66.9		72.6		82,5	
larch	90.1		73.8		84.7		93.9	
pril	104.2		95.4		105.3		106.4	
lay	103.1		90.4		95.4		114.2	
Junesassassas	113,3		99.7		102.6		119.0	
July	115.4		96.1	and the state of t	99.2		1.12.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5	l	140.0		113.3	
November	110.0		112.1		110.3		97.4	
December.,	128.8		13.4.0		130.5		123,6	
% Change, <u>1939</u> 1938	- 9,1	-	- 1.7	-	- 6.6	-	- 5.1	

Note: Indexes for January, 1939, are subject to revision.



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R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

Statistician: Vol. III - No. 2

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1939

Inclement weather conditions and reduced agricultural revenue combined to effect a nine per cent decline in country general store sales in February of this year compared with February a year ago, according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas of the country.

Decreases below February of last year were registered in all regions of the Dominion. The Maritimes and Manitoba showed the greatest loss with February sales 11 per cent lower than in the corresponding month a year ago; Saskatchewan sales were down 10 per cent; Alberta and Ontario, 9 per cent; Quebec, 7 per cent; and British Columbia, 5 per cent.

February sales of country general stores for Canada as a whole, when compared with the same month in 1937 show a decline of 5 per cent and a loss of 1 per cent when compared with February of 1936.

		bruary, 193		February, 1939 February, 1938						
Region	Number of stores reporting	Number reporting an increase		Region	Number of stores reporting	Number reporting an increase	Per cent			
Maritime Provinces: Quebec: South North TOTAL Ontario: East North West	86 56 48 104 49 42	19 22 15 37 8 8 16	- 11.2 - 6.7 - 7.4 - 7.2 - 12.1 - 8.9 - 6.3	Saskatchewan: North South Alberta: North South FOTAL British Columbia:	67 59 126 57 91 148	11 17 28 12 33 45	- 12.0 - 7.3 - 10.3 - 16.5 - 3.8 - 8.6 - 4.7			
TOTAL Manitoba: .		32	- 8.8	Chnidh:	722	192	- 8.8			

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Indexes of Country General Store Sales (Average Monthly Sales in 1936 = 100)

Month	Canada		Marit: Provi		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.7	89.8	80.9	83.7	77.9	80.0	76.0
February	80.4	73+3	87.1	77+3	82.3	76.4	81.4	74.2
March	91.1		90.6		104:8		94.6	
April	104.2		98.5		110.5		105.5	
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.1		97.8	
December	121.4		115.9		122.3		115.8	
% Change, 2 months, 1939.	- 7.4		-10.6		- 7.0		- 6.9	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.5	66.0	64.9	76.3	71.3	84.7	80.4
February	77.6	69.0	66.9	60.0	72.6	66.4	82.5	78.6
March	90.1		73.8		84.7		93.9	
April	104.2		95.4		105.3		106.4	
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 2 months, 1939.	-10.1		- 6.0		- 7.5		- 4.9	

Note: Indexes for January and February, 1939, are subject to revision.

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Statistician: Vol. III - No. 3 A. C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1939

Country general store sales averaged 8 per cent lower in March this year than last and were better maintained in the West than in Central Canada and the East according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural regions of the country.

Saskatchewan made the best showing with a decline of only 4 per cent. British Columbia was down 5 per cent, Alberta 7 per cent, while reductions of 8 per cent below last year were reported by the Maritime Provinces, Quebec and Manitoba. Excessive falls of snow which blocked roads in many districts, together with reduced prices for dairy products resulted in a 15 per cent decline in retail sales in Eastern Ontario from March last year. Sales in Northern Ontario were down by 9 per cent and Western Ontario, 8 per cent. Sales for Ontario as a whole were down by 11 per cent.

These percentage changes are based on the total monthly sales of the reporting firms with no allowances made for differences in number of business days in different months.

	March,				March, 1939 March, 1938				
Region	Number of stores reporting	Number reporting an increase		cen t inge	Region	Number of stores reporting	Number reporting an increase	Per cen-	
Maritime Provinces:	85	29	-	8.1	Saskatchewan:	68	22	- 4.2	
Quebec:		•		/ 0	South	57	19	- 4.7	
South		20		6.2	TOTAL	125	41	- 4.4	
North	. 48	16	-	8.9	Alberta:				
TOTAL	104	. 36	-	8.0	North	. 59	10	- 11.5	
Ontario:					South	93	44	- 4.1	
East	48	9		4.5	TOTAL	152	54	- 6.9	
North	39	12	-	8.9	British				
West	. 56	12	-	8.4	Columbia:	51	22	- 5.1	
TOTAL	143	33	- 1	10.5					
Manitoba:	57	13	-	7.5	CANA DA:	717	228	- 7.6	

Month	Can	ada	Mari	time inces	0110	bec	Ont	ario
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73-3	87.1	77.3	82.3	76.4	81.4	74.2
March	91.1	84.2	90.6	83.3	104.8	96.4	94.6	84.7
April	104.2		98.5		110.5		105.5	
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 3 months, <u>1939</u>	- 7.5		- 9.9		- 7.5		- 8.2	

Month	Manit	oba	Saska	tchewan	Alb	erta		tish umbia
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	69.0	67.3	60.3	72.6	66.4	82.5	78.6
March	90.1	83.3	73.8	70.6	84.7	78.9	93.9	89.1
April	104.2		95.4		105.3		106.4	
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 3 months, <u>1939</u>	- 9.3	5	- 5.6		- 7.3		- 5.0	

Note: Indexes for February and March, 1939, are subject to revision.

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A.C. Steedman, B.A.

Statistician: Vol. 111 - No. 4

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1939

Country general store business continues at a lower level than in 1938, april sales of more than 700 of these general merchandise stores located in the smaller towns and rural areas averaging 13 per cent below the corresponding month last year. All provinces reported decreased sales, percentage declines from April last year standing at 11 per cent for the Maritimes, 16 per cent for Quebec, 16 per cent for Ontario, 10 per cent for Manitoba, 13 per cent for Saskatchewan, 9 per cent for Alberta and 4 per cent for British Columbia. Sales for the first four months of 1939 average 9 per cent below the corresponding period of 1938.

These percentage changes are based on total monthly sales with no allowances for differences in the number of business days in different months. There was one more business day in April of last year than this.

	April April	, 1939 , 1938			April,]		
Region	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent
Maritime Provinces:	87	27	- 10.7	Saskatchewan:	67	7	- 14.3
Quebec: South	53	7	- 17.0	South	60	10	- 11.3
North	45	7	- 15.9	TOTAL	127	17	- 13.2
TOTAL	98	14	- 16.3	Alberta: North	60	4	- 20.2
Ontario: East	46	5	- 18.1	South	92	39	- 2.3
North	37	8	- 12.5	TOTAL	152	43	- 9.1
West	55	3	- 16.1	British Columbia:	52	20	- 4.2
TOTAL	138	16	- 15.9	Solumbia:	52	20	- 4.2
Manitoba	54	12	- 9.9	CANADA:	708	149	- 12.6

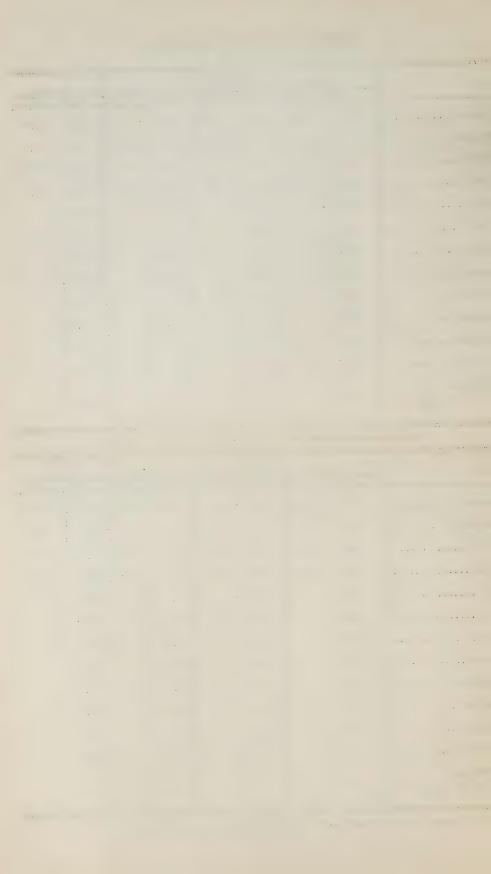
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77	C	ada		time inces	0.10	bec	0%	tario
Month	1938	1939		1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	84.2	90.6	83.3	104.8	96.4	94.6	84.7
April	104.2	91.1	98.5	88.0	110.5	92.5	105.5	88.7
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 4 months, <u>1939</u>	- 9.0	Andrew Balletin Translation	-10,3		-10.0		-10.5	

Month	Mani	toba	Saskat	chewan	Albe	rta	Brit Colu	ish
	1938		1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.6	84.7	78.9	93.9	89.1
April	104.2	93.9	95.4	82.8	105.3	95.7	106.4	101.9
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 4 months, <u>1939</u>	- 9.6		- 8.0		- 7.8		- 4.7	

Note: Indexes for March and April, 1939, are subject to revision.



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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

701. III - No. 5

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1939

The decline in country general store sales which has characterized corresconding month comparisons for the first four months of this year and last was materially educed in May when dollar sales were only 3 per cent below the same month a year ago. pril sales were down 13 per cent from last year while reductions for earlier months vere 8 per cent for March, 9 per cent for February and 6 per cent for January.

May sales in Ontario were maintained at last year's level; Quebec and lberta reported 2 per cent less business than in May last year; sales in British Columbia were down 4 per cent; Manitoba and Saskatchewan, 5 per cent and the Maritime Provnces, 6 per cent.

These results are based on returns from 724 country general stores. No allowances are made for differences in number of business days in different months. There was one more business day in May of this year than last.

		May, 1939 May, 1938				May, 1 May, 1		,
Region	Number of stores	reporting			Region	Number of stores	reporting	Per cent
daritime Provinces: Quebec: South North	88 54 46 100	29 30 18 48		5.5 1.9 3.8	Saskatchewan: North South TOTAL Alberta: North	65 62 127	31 12 43 18	- 0.6 - 11.6 - 4.7
Ontario: East North West TOTAL	47 40 57 144 56	24 11 26 61 15	+ +	2.5 5.3 0.7 0.1 4.7	South TOTAL British Golumbia: CANADA:		49 67 19 282	+ 0.4 - 1.8 - 4.0 - 2.8

ionth	Can	ada	Marit Provi		Que	bec	Onto	erio
	1938	1939	1938	1939	1938	1939	1938	1939
anuary	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
ebruary	80.4	73•3	87.1	76.6	82.3	76.6	81.4	74.3
arch	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
pril	104.2	91.1	98.5	0.88	110.5	92.5	105.5	88.7
ey	111.9	108.8	123.7	116.9	130.9	128.3	115.7	115.6
une	112.5		104.0		132.5		110.6	
uly	112.8		103.3		131.1		120.0	
ugust	112.6		102.4		119.1		109.3	
eptember	115.8		98.6		107.3		105.2	
ctober	117.9		101.9		116.1		101.0	
ovember	104.2		97.4		105.4		97.8	
ecember	120.8		115.9		122.3		115.8	
Change, months, 1939	- 7.6		- 9.0		- 8.1		- 8.1	

onth	Mani	toba	Saskat	chewan	Albe	rta	Brit Colu	ish mbia
	1938	1939	1938	1939	1938	1939	1938	1939
anuary	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
ebruary	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
arch	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
pril	104.2	93.9	95.4	82.8	105.3	95.7	106.4	101.9
ау	103,1	98.3	90.4	86.2	95.4	93•7	114.2	109.6
ine	113.3		99.7		102.6		119.0	
aly	115.4		96.1		99.2		112.4	
gust	124.3		106.5		113.6		113.3	
eptember	131.7		130.2		130.1		111.4	
ctober	117.7		134.5		140.0		113.3	
ovember	110.0		112.1		110.3		97.4	
ecember	128.8		114.0		130.5		123.6	
Change, months, 1939	- 8.5		- 7.4		- 6.6		- 4.4	

ote: Indexes for April and May, 1939, are subject to revision.

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

OTTAWA, CANADA

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tatistician: A.C. Steedman, B.A. ol. III - No. 6

Year's Subscription, \$1.00 Single copies, .10

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1939

Country general store sales in Canada averaged 8 per cent lower in June his year than last, the index on the 1936 base standing at 103.8 for June, 1939 com-ared with 108.8 for May, 1939 and 112.5 for June a year ago. All provinces reported ecreased sales, percentabe declines from June last year for the various regions stand-ng at 4 per cent for the Maritimes, 10 per cent for Quebec, 5 per cent for Ontario, 10 er cent for Manitoba, 15 per cent for Saskatchewan, 7 per cent for Alberta and 1 per ent for British Columbia.

These results are based on calendar month dollar sales, no provision being ade for differences in number of business days in different months. There was the same umber of business days in June of this year as last.

		, 1939 , 1938				, 1939 , 1938	
egion	Number of stores		Per cent	Region	Number of stores		Per cent
aritime Provinces:	89	37	- 4.0	Saskatchewan:	64	16	- 12.9
South	54	19	- 11.2	South	58	7	- 17.3
North	46	15	- 8.7	TOTAL	122	23	- 14.5
TOTAL	100	34	- 9.5	Alberta: North	54	11	- 10.3
ntario: East	47	12	- 7.0	South	87	30	- 4.6
North	39	13	- 4.4	TOTAL	141	41	- 6.8
West	57	24	- 4.3	British	ייה יינ	0/	0.0
TOTAL	143	49	- 5.2	Columbia:	55	26	- 0.9
lanitoba	54	11	- 10.0	CANADA	704	221	- 7.7

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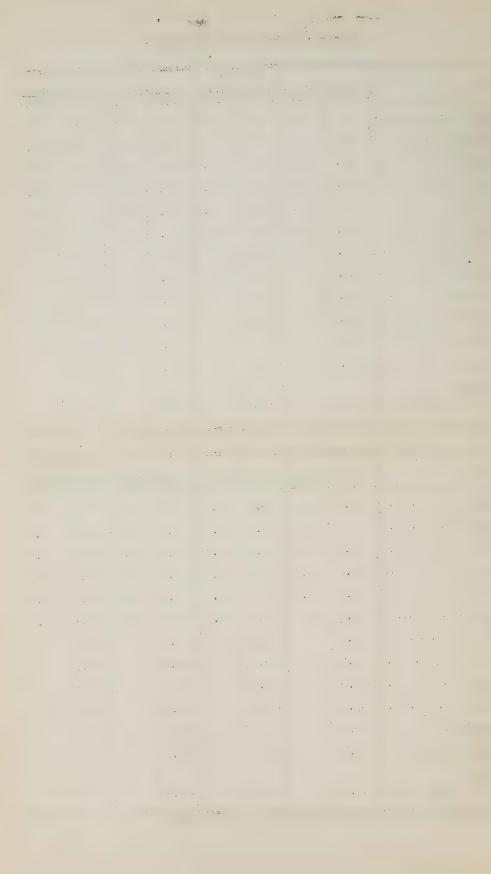
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Month		nada	Mari Prov	time inces		ebec	Onte	ario
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.8	123.7	116.9	130.9	128.3	115.7	115.6
June	112.5	103.8	104.0	99.8	132.5	119.9	110.6	104.8
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 6 months, <u>1939</u> 1938	- 7.6		- 8.2		- 8.3	2 1 2 2 2	- 7.5	

Month	Mani	toba	Sackat	chewan	Alb	orte	1	tish
MICIT OFF	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	.67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.3	90.4	86.2	95.4	93.7	114.2	109.6
June	113.3	102.0	99.7	85.2	102.6	95.6	119.0	117.9
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 6 months, <u>1939</u>	- 8.9		- 8.7		- 6.6		- 3.8	

Note: Indexes for May and June, 1939, are subject to revision.



DEPT. OF POLITICAL SCIENCE

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

ominion Statistician: hief, Internal Trade Branch: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

tatistician:

A.C. Steedman, B.A.

ol. III - No. 7

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1939

Country general store sales averaged 6 per cent lower in July of this ear than last and were 2 per cent above the June level, indexes of sales on the 1936 ase standing at 105.8 for July, 103.8 for June and 112.8 for July a year ago. All egions with the exception of the southern districts of Alberta reported decreased ales. Percentage declines from July last year for the various provinces were as folows: Maritime Provinces, 6 per cent; Quebec, 3 per cent; Ontario, 8 per cent; anitoba, 6 per cent; Saskatchewan, 11 per cent; Alberta, 4 per cent; British Columbia, per cent.

Cumulative figures for the first seven months of 1939 show a decline of per cent compared with the same period last year; results for individual provinces how but little variation from the Dominion average.

These results are based on calendar month dollar sales, no provision eing made for differences in number of business days in different months. There was he same number of business days in July of this year as last.

	July, July,				July, 1939 July, 1938					
egion	Number of stores			cent ange	Region	Number of stores		Per cent		
aritime Provinces:	85	34	-	6.4	Saskatchewan:	63	12	- 10.5		
uebec: South	56	27	-	3.9	South	57	9	- 10.4		
North	49	22	-	2.9	TOTAL	120	21	- 10.5		
TOTAL	105	49	-	3.2	Alberta: North	56	16	- 10.8		
ntario: East	47	13	_	5.3	South	84	39	+ 0.2		
North	37	12	-	7.7	TOTAL	140	55	- 4.0		
West	56	10	-	9.9	British Columbia:	59	20	- 4.1		
TOTAL	140	35	-	7.9	CONT. DA	707	000	6.0		
anitoba	58	15	-	6.2	CANADA	707	229	- 6.2		

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Conth	Canada			itime vinces	0	ebec	0.0	tario
:Off GII	1938	1939	1938	1939	CONTRACTOR OF THE PARTY OF THE		1938	1939
anuary	81.6	76.5	39.8	80.4	83.7	77.6	80.0	76.0
ebruary	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
larch	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
pril	104.2	91.2	98.5	87.9	110.5	93.3	1.05.5	88.9
lay serveses eseces es	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
une cuescessossesses	112.5	203.8	104.0	99.8	132.5	119.9	110.6	104.8
uly descessors	112.8	105.8	103.3	96.7	131.1	126.9	120.0	110.5
ugust	112.6		102,4		119.1		109.3	
eptember	115.8		98.6		107.3	,	105.2	
October	117.9		101.9		116.1		101.0	
lovember	104.2		97.4	was announced inflational of \$1.50	105.4		97.8	
ecember	120,8		115,9	P)	122.3		115.8	
Change, months, <u>1939</u>	- 7.4	Management of the content of the con	- 7.8	day may may and high claims a committee of power	- 7.3		- 7.7	

Ionth	Mani	tobs	Saskat	chewan	Albe	rta		tish
ou a se amono mono contrato con antico que en entrato de priminente contrato en priminente de la menta de desta	3.938	1939		1939	1938	1939	1938	1939
anuary on	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
ebruary	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
farch	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
pril	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
Lay accessassassassas	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June occos, esta escapaca	113,3	102.0	99.7	85.2	102.6	95.6	119.0	117.9
fuly opperations	115.4	108.2	96.1	86.0	99.2	95.2	112.4	107.8
ugust	124.3		106.5		113.6		113.3	
eptember	131.7		130.2		130,1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
Change, 7 months, 1939	- 8.4		- 9.0		- 6.2		- 6.2	

Note: Indaxes for June and July, 1939, are subject to revision.



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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

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Dominion Statistician: Chief Internal Trade Branch R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

Chief, Internal Trade Branch: Statistician:

A.C. Steedman, B.A.

Statistician: A.C. Steed
Vol. III - No. 8

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1939

Country general store sales in August were maintained within narrow limits of the level obtaining in the corresponding month a year ago, aggregate sales figures for almost 700 firms revealing a decline of only 2 per cent. July sales were 6 per cent lower this year than last while the June comparison indicated a decrease of 8 per cent.

August sales in the Maritimes and Saskatchewan were unchanged from the corresponding month of 1938. Alberta sales were up by 1 per cent while other provinces reported decreases amounting to 1 per cent for British Columbia, 3 per cent for Ontario, 5 per cent for Quebec and 6 per cent for Manitoba.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in August of this year as last.

		, 1939 , 1938			August,	1939	
Region	Number of stores	Number reporting an increase	1	Region	Number of stores	Number reporting an increase	Per cent
Maritime Provinces:	82	37	- 0.2	Saskatchewan:	59	23	- 2.9
Quebec:			0.3	South	54	37	+ 4.8
South	52	17	- 8.3	TOTAL	113	60	- 0.1
North	46	17	- 4.0	Alberta:			
TOTAL	98	34	- 5.4	North	61	27	+ 1.3
Ontario: East	48	18	- 2.4	South	89	52	+ 0.8
North	35	13	- 3.6	TOTAL	150	79	+1.0
West	56	23	- 2:2	British Columbia:	50	20	- 1.2
TOTAL	139	19	- 2.6	GANADA:	686	303	- 2.2
Manitoba:	54	19	- 6.0				

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Month	Cana	ada	Warit Provi	· ·	Direction	ebec.	Ont	ario
	1938	1.939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	105.8	103.3	96.7	131.1	126.9	120.0	110.5
August	112.6	110.1	102.4	102.2	119.1	112.7	109.3	106.5
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 8 months, <u>1939</u> , 1938	- 6.7		- 6.8		- 7.0		- 7.0	

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T.5 1 1-	No so	toba	Soakor	chewan	Albe	rto	Brit	ish
Month	1938	1939	1938		1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86,3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.2	96.1	86.0	99.2	95.2	112.4	107.8
August	124.3	116.8	106.5	106:4	113.6	114.7	113.3	111.9
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112,1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 8 months, <u>1939</u>	- 8.1		- 7.7		- 5.1		- 3.6	

Note: Indexes for July and August, 1939, aere subject to revision.

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

63.

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

Vol. III - No. 9

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1939

Country general store sales averaged 12 per cent higher in September this year than last and were 20 per cent above the August level, indexes of sales on the 1936 base standing at 129.8 for September, 110.1 for August and 115.8 for September a year ago. This is the first increase in sales over the corresponding month in the preceding year recorded since June, 1938. All regions reported increased sales, Saskatchewan leading with a gain of 27 per cent while increases for the other provinces were as follows: Maritime Provinces, 10 per cent; Quebec, 9 per cent; Ontario, 9 per cent; Manitoba, 15 per cent; Alberta, 11 per cent and British Columbia, 3 per cent.

Cumulative figures for the first nine months show a decline of 4 per cent compared with the same period last year; results for the individual provinces show but little variation from the Dominion average.

These results are based on calendar month dollar sales, no provision being made for differences in number fo business days in different months. There was the same number of business days in September of this year as last but the occurrence of an extra Saturday this year is a factor to be considered.

			Property Control of Control of Control				
		er, 1939				er, 1939	
		er, 1938				er, 1938	
	Number of				Number of		
Region	stores	reporting	Per cent	Region	stores	reporting	Per cent
	reporting	an increase	change		reporting	an increase	change
Maritime				Saskatchewan:			
Provinces:	077	(1	. 0 (1	62	48	. 05 7
rrovinces:	87	64	+ 9.6	North	02	40	+ 25.7
Quebec:				South	52	45	+ 30.1
South	53	35	+ 8.7			72	,,,,
				TOTAL	114	93	+ 27.3
North	45	34	+ 9.4				
				Alberta:			
TOTAL	98	69	+ 9.2	North	57	35	+ 7.3
Ontario:				South	88	64	+ 12.6
East	48	35	+ 8.9	Doubli	00	04	+ 12.0
2000	40	22	+ 0.9	TOTAL	145	99	+ 10.6
North	38	24	+ 6.2	1	140		2000
				British			
West	55	43	+ 9.9	Columbia:	54	29	+ 3.2
				STATE OF THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS OF THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS OF THE PROPERTY AND ADDRESS OF THE PROPERTY			
TOTAL	141	102	+ 8.7	a a a a a a a a a a a a a a a a a a a	105	1.00	. 10 1
Manitoba:	E6	43	+ 14.8	CANADA	695	499	+ 12.1
Mani coba:	56	42	+ 14.0	4 4 7			
-		whose substitute and		The second second second	1	, , or sections a	



Month	Car	nada		itime vinces	Que	ebec	Onta	rio
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
August	112.6	110.1	102.4	102.2	119.1	112.7	109.3	106.5
September	115.8	129.8	98.6	108.1	107.3	117.2	105.2	114.4
October	117.9		101.9		116.1		101.0	
November	104.2		97.4	And the second s	105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 9 months, 1939	- 4.2		- 4.9		- 5.3		- 5.2	

Month	Manitoba		Manitoba Saskat chewan			. 7	433		British Columbia	
Month	Mani 1938	1939	1938	1939	Albe	1939	1938	1939		
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3		
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1		
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8		
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0		
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7		
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7		
July	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4		
August	124.3	116.8	106.5	106.4	113.6	114.7	113.3	111.9		
September	131.7	151.2	130.2	165.7	130.1	143.9	111.4	115.0		
October	117.7		134.5		140.0		113.3			
November	110.0		112.1		110.3		97.4			
December	128.8		114.0		130.5		123.6			
% Change, 9 months, 1939	- 4.9		- 2.0		- 2.8		- 2.8			

Note: Indexes for August and September, 1939, are subject to revision.

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DEPT. OF POLITICAL SCIEN

Published by Authority of the HON. W.D. BULER, UNIVERSITY OF TORONTO Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMPERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

ominion Statistician: hief, Internal Trade Branch: tatistician:

R.H. Coats, LL.D., F.R.S.C., F Herbert Marshall, B.A., F.S.S. F.S.S. (Hon.) A.C. Steedman, B.A.

ol. III - No. 10

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1939

Country general store sales averaged 4 per cent higher in October his year than last but were 8 per cent below the September level, indexes of sales on he 1936 base standing at 122.0 for October, 129.8 for September and 117.9 for October year ago. Saskatchewan again headed the list with a gain of 17 per cent while smaller ncreases were shown by Manitoba with 5 per cent and Ontario and Quebec, each with 4 per ent. Three regions registered declines, the Maritime Provinces being down 2 per cent, lberta down 4 per cent and British Columbid, down 7 per cent.

Cumulative figures for the first 10 months show a decline of 3 per ent compared with the same period last year. With the exception of Saskatchewan reults for the individual provinces show but little variation from the Dominion average; askatchewan shows an increase of 1 per cent.

These results are based on calendar month dollar sales, no provison being made for differences in number of business days in different months. There as the same number of business days in October of this year as last but there was one ess Saturday in October, 1939 than in the same month a year ago.

		ber, 1939 ber, 1938	~~			October October		
Region	Number of stores reporting	Number reporting an increase		cent ange	Region	Number of stores reporting	Number reporting an increase	Per cent
aritime Provinces:	86	38	-	1.7	Saskatchewan:	59	37	+ 14.8
uebec: South	52	28	+	2.5	South		38	+ 19.7
North	48	27	+	4.2	TOTAL	115	75	+ 16.6
TOTAL	100	55	+	3.7	North	53	23	- 2.2
ntario; East	50	29	+	9.4	South		37	- 4.3
North	38	18	-	5.6	TOTAL	146	60	- 3.5
West	55	34	+	5.3	British Columbia:	57	. 51	- 6.8
TOTAL	143	81	+	4.0	CANADA:	702	358	+ 3.5
anitoba:	55	28	+	5.3				



Month	Canada		Maritime Provinces		Que	bec	Ontario		
	1938	1939	1938	1939	1938	1939	1938	1939	
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0	
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3	
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1	
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9	
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9	
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7	
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5	
August	112.6	110.3	102.4	102.3	119.1	113.7	109.3	106.1	
September	115.8	129.8	98.6	108.1	107.3	117.2	105.2	114.4	
October	117.9	122.0	101.9	100.2	116.1	120.4	101.0	105.0	
November	104.2		97.4		105.4		97.8		
December	120.8		115.9		122.3		115.8		
% Change, 10 months, 1939 1938	- 3.3		- 4.6		- 4.2		- 4.3		

Month	Manitoba		Saskatchewan		۸٦٦	erta	British Columbia	
Month	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
August	124.3	116.7	106.5	107.1	113.6	114.3	113.3	110.8
September	131.7	151.2	130.2	165.7	130.1	143.9	111.4	115.0
October	117.7	123.9	134.5	156.8	140.0	135.1	113.3	105.6
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 10 months, 1939 1938	- 3.7		+ 0.7		- 2.9		- 3.3	

Note: Indexes for September and October, 1939, are subject to revision



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63-D-03

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

Vol. III--No. 11

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1939

Country general store sales averaged 2 per cent lower in November this year than last and decreased seasonally by 20 per cent below the October level, indexes of sales on the 1936 base standing at 102.0 for November, 122.0 for October and 104.2 for November a year ago. The Maritime Provinces registered an increase of 5 per cent and Ontario increased 1 per cent. All other regions showed decreases ranging from 10 per cent in Saskatchewan to 1 per cent in Quebec with Alberta sales decreasing 4 per cent and Manitoba and British Columbia down 5 per cent.

Cumulative figures for the first eleven months show a decline of 3 per cent compared with the same period last year. With the exception of Saskatchewan results for the individual provinces show but little variation from the Dominion average; Saskatchewan shows a slight decrease compared with 1938.

These results are based on calendar-month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in November of this year as last.

		nber, 1939 nber, 1938			November, 1939 November, 1938					
Region	Number of stores reporting	Number reporting an increase		cent	Region	Number of stores reporting	4111111111111	Per cent change		
Maritime Provinces:	85	47	+	5.4	Saskatchewan:	63	21	- 9.5		
Quebec: South	51	22	-	5.1	South	53 116	12 33	- 10.0 - 9.7		
North	50	28	+	1.0				, , ,		
TOTAL	101	50	-	1.0	Alberta: North	56	28	- 3.0		
Ontario East	48	25	+	4.6	South	83	29	- 4.8		
North	36	17	+	0.2	TOTAL	139	57	- 4.1		
West	52	21	-	1.2	British Columbia:	51	21	- 4.6		
TOTAL	136	63	+	1.1	CANADA:	682	295	- 2.1		
Manitoba: .	54	24	-	5.2						

onth	· Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
anuary	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
ebruary	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
arch	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
pril	104.2	91.2	98,5	87.9	110.5	93.3	105.5	88.9
ay	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
une	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
uly	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
ugust	112.6	110.3	102.4	102.3	119.1	113.7	109.3	106.1
eptember	115.8	129.8	98.6	107.9	107.3	117.4	105.2	114.1
ctober	117.9	122.0	101.9	100,2	116.1	120.4	101.0	105.0
ovember	104.2	102.0	97.4	102.7	105.4	104.3	97.8	98.9
ecember	120.8	and the same of th	115.9		122.3		115.8	
Change, 1 months, 1939 1938	- 3.2		- 3.7		- 3.9		- 3.9	

	-		of helici conditioning to support A common to		-	-		
onth	Manitoba		Saskatchewan		Alberta		British Columbia	
. 1	1938	1939	1938	1939	1938	1939	1938	1939
anuary	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
ebruary	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
arch	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
pril	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
ay	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
une	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
uly	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
ugust	124.3	116.7	106.5	107.1	113.6	114.3	113.3	110.8
eptember	131.7	151.9	130.2	166,0	130.1	144.2	111.4	114.1
ctober	117.7	123.9	134.5	156.8	140.0	135.1	113.3	105.6
ovember	110.0	104.3	112,1	101.2	110.3	105.8	97.4	92.9
ecember	128.8		114.0		130.5		123.6	
Change, 1 months, 1939	- 3.8		- 0.4		- 2.1		- 3.5	
the same of the sa	market in the same and	the same and the same						

Note: Indexes for October and November, 1939, and subject to revision.

DEFI. OF POLITICAL SCINCE

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

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Dominion Statistician: Chief, Internal Trade Branch: Statistician:

Vol. III - No. 12

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1939

Country general store sales averaged 4 per cent higher in December of this year than last according to reports received from more than 700 general merchandise stores located in the smaller towns and rural areas of the country and showed a seasonal increase of 24 per cent over November, indexes of sales on the 1936 base standing at 125.6 for December, 102.0 for November and 120.8 for December a year ago. All provinces except British Columbia registered increases. Sales in the Maritime Provinces were up 7 per cent; Alberta, 6 per cent; Saskatchewan, 5 per cent; Quebec, 4 per cent and Manitoba and Ontario, 3 per cent. Sales for British Columbia were down 5 per cent from December a year ago.

Sales for the calendar year were off by 3 per cent from 1938. With the exception of Saskatchewan, results for the individual provinces showed little variation from the Dominion average. Saskatchewan showed a slight increase compared with the previous year.

These results are based on calendar-month dollar sales, no provision being made for differences in number of business days in different months. There was one business day less in December this year than last.

		er, 1939 er, 1938			December December		
	Number of				Number of	, , ,	
Region	stores	reporting	Per cent	Region	stores	reporting	Per cent
	reporting	an increase	change	Ü	reporting	an increase	change
Maritime Provinces:	87	50	+ 7.2	Saskatchewan:	64	40	+ 6.8
Quebec:				South	58	27	+ 1.4
South	55	33	+ 4.9	TOTAL	122	67	+ 4.8
North	48	23	+ 4.2				
rotal	103	56	+ 4.4	Alberta:	55	28	+ 3.5
Ontario :. East	49	31	+ 7.1	South	86	55	+ 7.1
North	38	16	+ 1.6	TOTAL	, 171	83	+ 5-7
				British	E.		1 ~
West	54	28	+ 1.4	Columbia:	54	22	- 4.7
TOTAL	141	75	+ 3.3	CANADA:	707	386	+ 4.0
Manitoba:	59	3 3	+ 3.2	ommon:		,555	. 4.0

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Indexes of Country General Store Sales (Average Monthly Sales in 1936 • 100)

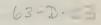
Month	Car	nada		time inces	Que	bec	Ont	ario
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93•3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
August	112.6	110.3	102.4	102.3	119.1	113.7	109.3	106.1
September	115.8	129.8	98.6	107.9	107.3	117.4	105.2	114.1
October	117.9	122.4	101.9	100.5	116.1	120.2	101.0	105.0
November	104.2	102.0	97.4	102.7	105.4	104.3	97.8	98.9
December	120.8	125.6	115.9	124.2	122.3	127.7	115.8	119.6
% Change, 12 months, 1939 1938	- 2.5		- 2.6		- 3.2		- 3.2	

Manitoha		011				1	tish
							umbia
77.6	70.2	63.9	62.6	76.3		84.7	80.3
77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
115.4	108.7	96.1	87.4	99.2	95•5	112.4	108.4
124.3	116.7	106.5	107.1	113.6	114.3	113.3	110.8
131.7	151.9	130.2	166.0	130.1	144.2	111.4	114.1
117.7	124.4	134.5	158.7	140.0	135.4	113.3	106.2
110.0	104.3	112.1	101.2	110.3	105.8	97.4	92.9
128.8	132.9	114.0	119.5	130.5	137.9	123.6	117.8
- 3.1		+ 0.3		- 2.1		- 3.6	
	1938 77.6 77.6 90.1 104.2 103.1 113.3 115.4 124.3 131.7 117.7 110.0 128.8	77.6 70.2 77.6 68.5 90.1 83.3 104.2 93.1 103.1 98.8 113.3 101.2 115.4 108.7 124.3 116.7 131.7 151.9 117.7 124.4 110.0 104.3 128.8 132.9	1938 1939 1938 77.6 70.2 63.9 77.6 68.5 67.3 90.1 83.3 73.8 104.2 93.1 95.4 103.1 98.8 90.4 113.3 101.2 99.7 115.4 108.7 96.1 124.3 116.7 106.5 131.7 151.9 130.2 117.7 124.4 134.5 110.0 104.3 112.1 128.8 132.9 114.0	1938 1939 1938 1939 77.6 70.2 63.9 62.6 77.6 68.5 67.3 60.4 90.1 83.3 73.8 70.0 104.2 93.1 95.4 83.4 103.1 98.8 90.4 86.3 113.3 101.2 99.7 84.5 115.4 108.7 96.1 87.4 124.3 116.7 106.5 107.1 131.7 151.9 130.2 166.0 117.7 124.4 134.5 158.7 110.0 104.3 112.1 101.2 128.8 132.9 114.0 119.5	1938 1939 1938 1939 1938 77.6 70.2 63.9 62.6 76.3 77.6 68.5 67.3 60.4 72.6 90.1 83.3 73.8 70.0 84.7 104.2 93.1 95.4 83.4 105.3 103.1 98.8 90.4 86.3 95.4 113.3 101.2 99.7 84.5 102.6 115.4 108.7 96.1 87.4 99.2 124.3 116.7 106.5 107.1 113.6 131.7 151.9 130.2 166.0 130.1 117.7 124.4 134.5 158.7 140.0 110.0 104.3 112.1 101.2 110.3 128.8 132.9 114.0 119.5 130.5	1938 1939 1938 1939 1938 1939 77.6 70.2 63.9 62.6 76.3 71.3 77.6 68.5 67.3 60.4 72.6 66.4 90.1 83.3 73.8 70.0 84.7 78.6 104.2 93.1 95.4 83.4 105.3 95.6 103.1 98.8 90.4 86.3 95.4 93.9 113.3 101.2 99.7 84.5 102.6 95.6 115.4 108.7 96.1 87.4 99.2 95.5 124.3 116.7 106.5 107.1 113.6 114.3 131.7 151.9 130.2 166.0 130.1 144.2 117.7 124.4 134.5 158.7 140.0 135.4 110.0 104.3 112.1 101.2 110.3 105.8 128.8 132.9 114.0 119.5 130.5 137.9	Manitoba Saskatchewan Alberta Col 1938 1939 1938 1939 1938 1939 1938 77.6 70.2 63.9 62.6 76.3 71.3 84.7 77.6 68.5 67.3 60.4 72.6 66.4 82.5 90.1 83.3 73.8 70.0 84.7 78.6 93.9 104.2 93.1 95.4 83.4 105.3 95.6 106.4 103.1 98.8 90.4 86.3 95.4 93.9 114.2 113.3 101.2 99.7 84.5 102.6 95.6 119.0 115.4 108.7 96.1 87.4 99.2 95.5 112.4 124.3 116.7 106.5 107.1 113.6 114.3 113.3 131.7 151.9 130.2 166.0 130.1 144.2 111.4 117.7 124.4 134.5 158.7 140.0 135.4 113.3

Note: Indexes for November and December, 1939, are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA



ominion Statistician: nief, Internal Trade Branch: atistician:

1. IV - No. 1

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single Copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1940

Country general store sales averaged 12 per cent higher in January of this sar than last according to reports received from approximately 700 general merchandise cores located in the smaller towns and rural areas of the country. All parts of the minion registered increases ranging from 6 per cent in British Columbia to 16 per cent or the northern part of Saskatchewan. Increases for the other provinces were: Manitoba, per cent; Ontario, 11 per cent; Saskatchewan and Alberta, 12 per cent and the uritime Provinces and Quebec, 14 per cent.

These results are based on calendar-month dollar sales, no provision being de for differences in number of business days in different months. There was one more usiness day in January this year than last.

		ry, 1940		January, 1940				
		ry, 1939			January			
	Number of			70	Number of		Dan	
Region	stores	reporting	Per cent	Region	stores	reporting	Per cent change	
	reporting	an increase	change		reporting	an increase	change	
Maritime				Saskatchewan:				
Provinces:	90	74	+ 14.4	North		47	+ 15.9	
	1	1-7				47	-500	
uebea:				South	55	29	+ 6.5	
South	53	40	+ 11.4					
				TOTAL	115	76	+ 12.4	
North	48	34	+ 14.7					
MOMAT.	101	71	/	Alberta:	-1	10	. 0 /	
TOTAL	101	74	+ 13.6	North	54	715	+ 9.6	
ontario:				South	85	69	+ 13.7	
East	49	37	+ 12.6	DOUGH			1 + 2001	
	47)	12.0	TOTAL	139	111	+ 12.1	
North	39	25	+ 7.3		-,,			
				British				
West	54	40	+ 10.6	Columbia:	56	36 .	+ 6.3	
TOTAL	142	102	+ 10.5	2177121	(07			
fauthaba.	cl.	40	107	CANADA:	697	513	+ 11.9	
Manitoba:	54	40	+ 10.3					
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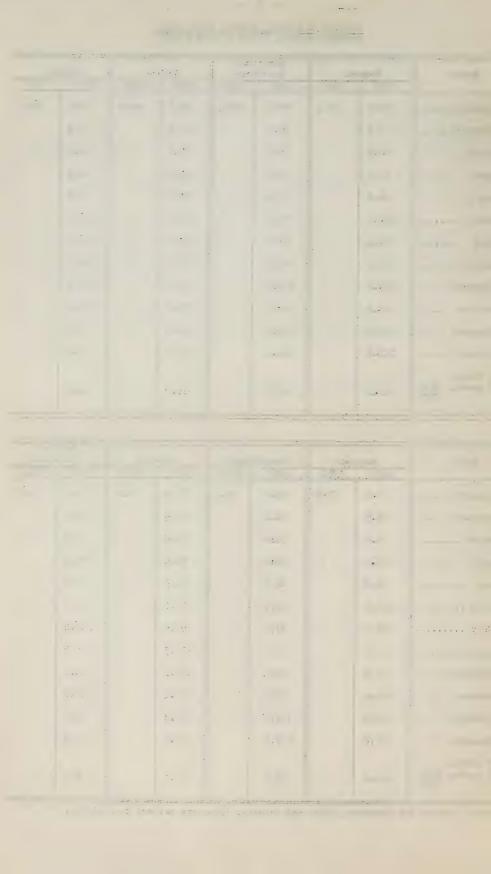
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Indexes of Country General Store Sales (Average Monthly Sales in 1936 = 100)

Month	Cane	ıda	Marit: Provi	1	Quet	ec	Onta	rio
	1939	1940	1939	1940	1939	1940	1939	1940
January	76.5	85.8	80.4	92.5	77.6	88.5	76.0	84.0
February	73.3		76.6		76.6	and the second second	74.3	
March	83.9		83.5		95.8	estino-in-valent	84.1	
April	91.2		87.9		93•3	Mark the second of the second	88.9	
May	108.9		117.4		128.7	n, veriveljensam, veri	114.9	
June	103.7		100.0		120.6		104.7	
July	106.4		97.7		127.0	1	110.5	
August	110.3		102.3		113.7		106.1	
September	129.8		107.9		117.4		114.1	
October	122.4		100.5		120.2		105.0	
November	102.6		103.4		104.8		99.4	
December	125.6		124.2		127.7		119.6	
% Change, 1 month, 1940 1939	+12•2		+15•0		+14.0		+10.5	

Month	Mani	toba	Saskato	hewan	Albe	erta	1	mbia
	1939	1940	1939	1940	1939	1940	1939	1940
January	70.2	77.8	62.6	70.7	71.3	79.9	80.3	85.5
February	68.5		60.4		66.4		79.1	
March	83.3		70.0		78.6		89.8	
April	93.1	•	83.4		95.6		101.0	
May	98.8		86.3		93.9		109.7	
June	101.2		84.5		95.6		116.7	
July	108.7		87.4		95•5		108.4	
August	116.7		107.1		114.3		110.8	
September	151.9		166.0		144.2		114.1	
October	124.4		158.7		135.4		106.2	
November	103.6		102.7		106.3		93.5	
December	132.9		119.5		137.9		117.8	
% Change,] month, 1940 1939	+10.8		+12.9		+12.1	difficulty and the second	+ 6.5	

Note: Indexes for December, 1939, and January, 1940, are subject to revision.



DEFT. OF POLITICAL SOURIER

Published by Authority of the HON. W.D. EULER, M.F. C. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Ominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1940

Country general store sales averaged 12 per cent higher in February of this year than last according to reports received from over 700 general merchandise stores located in the smaller towns and rural areas of the country. All parts of the cominion registered increases ranging from 3 per cent in Northern Ontario to 21 per cent in the Maritime Provinces. Increases for the other provinces were: Alberta, 16 per cent; Ontario, Manitoba and Saskatchewan, 12 per cent; Quebec, 9 per cent and critish Columbia, 4 per cent.

Sales for the first two months of 1940 increased by 12 per cent from 1939, results for Quebec, Ontario, Manitoba and Saskatchewan showing little variation from the Dominion average. The Maritime Provinces increased 19 per cent, Alberta, 14 per cent and British Columbia, 5 per cent.

These results are based on calendar month dollar sales, no provision being ade for differences in number of business days in different months. There was one more business day in February this year than last,

	****		2 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -						
	Contraction of the last of the	ry, 1940 ry, 1939		February, 1940 February, 1939					
legion	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent		
Maritime Provinces:	87	70	+ 21.2	Saskatchewan:	64	50	+ 16.2		
uebec:				South	56	31	+ 4.3		
South	53	36	+ 10.9	TOTAL	120	81	+ 11.8		
North	48	28	+ 8,6	Alberta:					
TOTAL	101	64	+ 9,3	North	58	43	+ 19.7		
ntario:	4.0	47	. 30 0	South	85	71	+ 13.8		
East	49	41	+ 19.8	TOTAL	143	114	+ 16.0		
North	37	22	+ 2.5	British					
West	56	45	+ 12 0	Columbia	57	31	+ 4.3		
TOTAL	142	108	+ 12.3	CANADA:	703	571	+ 12.5		
Manitoba:	53	43	+ 12,0	OANADA:		714			
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Indexes of Country General Store Sales (Average Monthly Sales in 1936 = 100)

The second section of the second section of the second sec	with which are an only with	DIRECT CONTRACTOR		time	The second secon			
Month	Ca: 1939	1940 i	Prov 1939	rinces	Que 1939	1940	0nt	1940
erretretten syntaxismerretret interes perperpe								
January	76,5	85.8	30,4	92 ,5	77.6	88.5	76.0	84.0
February	73.3	82.5	76.6	93.7	76.6	83.5	74.3	83.3
March	83,9		83.5		95.8		84.1	
April	91.2		87.9		93•3		88.9	
May	108,9		117,4		128.7		114.9	
June	103,7		100.0		120.6		104.7	
July	106.4		97.7		127.0		110.5	
August	110,3		102.3		113.7		106.1	
September	129.8		107.9		117.4		114.1	
October	122.4		100,5		120.2		105.0	
November	102.6		103.4		104.8		99.4	
December	126,1		124.0		127.9		120.0	
% Change, 2 months, 1940 1939	+12,3		+18¢6		+11.5		+11.3	nga-ngangara-A-ndinga-s

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Month	Mani	toba	Saska	tchewan	Alb	erta	Briti Colum	
21011011	1939	1940	1939	1940	1939	1940	1939	1940
January	70.2	77.8	62.6	70.7	71.3	79.9	80.3	85.5
February	68 _° 5	77.3	60.4	67.4	66.4	77.0	79.1	82.0
March	83.3		70.0		78,6		89.8	
April	93.1		83,4		95.6		101,0	
May	98 98		86,3		93.9		109.7	
June	101.2		84.5		95.6		116.7	
July	108,7		87.4		95.5		108,4	
August	116.7		107.1		114.3		110.8	
September	151.9		166.0		144.2		114.1	
October	124.4		158.7		135.4		106.2	
November	103.6		102.7		106.3		93.5	
December	133.2		120.0		138.6		118.9	
% Change, 2 months, 1940 1939	+11.8		+12.3	-	+13.9		+ 5.1	

Note: Indexes for January and February, 1940, are subject to revision.



DEPT. OF POLITICAL SCIENCE

Published by Authority of the HON. W.D. EULER, M.P.
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch:

Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Vol. IV - No. 3

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1940

Country general stores averaged 9 per cent higher in March of this year than last according to reports received from approximately 700 general merchandise stores located in the smaller towns and rural areas of the country. All parts of the Dominion registered increases ranging from 2 per cent in Southern Quebec to 16 per cent in Northern Saskatchewan. Increases for the provinces were: Saskatchewan, 14 per cent; Alberta, 13 per cent; the Maritime Provinces, 11 per cent; Ontario and Manitoba, 8 per cent; British Columbia, 7 per cent and Quebec, 3 per cent.

Sales for the first three months of 1940 increased by 11 per cent from 1939. Results for Ontario and Saskatchewan showed little variation from the Dominion average; the Maritime Provinces increased 16 per cent, Alberta, 14 per cent, Manitoba, 10 per cent, Quebec, 9 per cent, and British Columbia, 5 per cent.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was one less business day in March, 1940 than in March, 1939 but this was offset by a fifth Saturday in March this year.

		1, 1940			March,		
Region	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	89	66	+ 11.3	Saskatchewan; North	64	49	+ 15.6
Quebec:		0.77		South	56	37	+ 10.2
South	55	27	+ 1.5	TOTAL	120	86	+ 13.6
North	47	22	+ 4.1	Alberta:			
TOTAL	102	49	+ 3.3	North	55	35	+ 14.5
Ontario:				South	85	65	+ 11.5
East	48	40	+ 12.8	TOTAT,	140	100	+ 12.6
North	37	18	+ 2,9				
West	53	37	+ 7.2	British Columbia:	51	34	+ 6.8
TOTAL	138	95	+ 8.0	GANADA:	696	467	+ 8.8
Manitoba:	56	37	+ 7.5	GANADA:	070	401	1

Indexes of Country General Store Sales (Average Monthly Sales in 1936 - 100)

Month	Con	ada		time	0	bec	Out	ario
1/1011011	1939	1940	1939	1940	1939	1940	1939	1940
January	76.5	85•5	80.4	91.9	77.6	88.5	76.0	84.3
February	73+3	82 • 5	76,6	93•7	76.6	83.5	74.3	83.3
March	83.9	91.6	83.5	92.7	95.8	99.6	84.1	91.5
april	91,2		87.9		93•3		88.9	
May	108.9		117.4		128.7		114,9	
June	103.7		100.0		120,6		104.7	
July	10634		97.7		127.0		110,5	
ugust	110.3		102.3		113.7		106,1	
September	129.8		107.9		117.4		114.1	
October	122,4		100.5		120.2		105.0	
November	102.6		103.4		104.8		99.4	
December	126.1		124.0		127.9		120.0	
% Change, 3 months, <u>1940</u> 1939	+11.1		+15.7		+ 8.6		+10.5	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1939	1940	1939	1940	1939	1940	1939	1940
January	70.2	77.7	62.6	69.5	71.3	80.1	80.3	84.8
ebruary	68,5	77 _• 3	60.4	67.4	66,4	77.0	79,1	82.0
larch	83.3	89.5	70.0	80,2	78.6	88.88	89.8	95.2
pril	93:1		83.4		95.6		101,0	
iay occesses.	98.8		86,3		93.9		109.7	
June	101,2		84.5		95.6		116.7	
July	108,7		87.4	,	95 • 5		108,4	
ugust	116.7		107.1		114.3		110.8	
September	151.9		166.0		144.2		114.1	
October	124.4		158.7		135.4		106,2	
lovember	103,6		102.7		106,3		93.5	
December	133.2		120.8		138.6		118.9	
Change, 1940 1939	+10.1		+12.5		+13.7		+ 5.1	

Note: Indexes for February and March, 1940, are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

63-D-0:

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Vol. IV - No. 4

Year's Subscription, \$1.00 . Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1940

Country general store sales for April advanced by 6 per cent over March and were 7 per cent higher than in April, 1939 according to reports from approximately 700 of these general merchandise stores located in the smaller towns and rural areas of the country. All regions excepting the southern districts of Saskatchewan and Alberta reported gains over April a year ago. Sales in the Maritime Provinces and Quobec were up by 9 per cent. Ontario sales gained 10 per cent; Manitoba, 1 per cent and British Columbia, 3 per cent. A 13 per cent increase in the northern districts of Saskatchewan was modified by a decline of 3 per cent in the southern sections resulting in a gain of 7 per cent for the province as a whole. Sales in the northern part of Alberta were up 11 per cent while sales in the southern sections averaged 7 per cent lower than in April last year.

The 6 per cent increase shown in the Deminion results for the March-April comparison was slightly less than the usual seasonal movement for this period according to the experience of the past four years for which figures are available. The April index, adjusted for differences in number of business days and for normal seasonal variations declined from 108.4 in March to 106.2 in April.

		, <u>1940</u> , <u>1939</u>		April, 1940 April, 1939			
Rogion	Number of stores reporting	Number reporting an increase	Por cent	Region	Number of stores reporting	··Number reporting an increase	Por cont
Maritime Provinces:	84	57	+ 8,8	Saskatchewan:	62	41	+ 13.4
Quebec:	50	3 5	+ 6.4	South	52 114	26 67	- 3.4 + 7.2
North		31	+ 10.2	Alborta:		·	
TOTAL	95	66	+ 9.0	North	56 8 2	41	+ 11.0
Ontario: East	47	39	+ 13.3	South	138	33 74	- 6.5 + 0.2
North	36	22	+ 5.5	British			
Wost	53	32	+ 10.7	Columbia:	56	28	+ 3.0
TOTAL	136 53	93 31	+ 10.3	GANADA:	676	416	+ 6.8

Adjusted Indexes

Indexes of country general store sales are now available for Ontario and the Prairie Provinces since January, 1936. Indexes for the Maritime Provinces, Quebec and British Columbia commenced in March, 1936. The indexes previously published were based on calendar month totals, no allowances being made for differences in the number of business days in various months or for normal seasonal movements.

Adjustments to allow for these factors have recently been made and in this report there will be found tables giving the complete series of indexes since the beginning of 1936. Two series of indexes are shown. The first is based on monthly sales figures while the second is adjusted to allow both for differences in number of business days and also for normal seasonal variations.

In adjusting for differences in the number of business days in different menths allowance was made not only for variations in the actual number of days but also for differences in the sales importance of different days of the wook. According to information received from a sample number of country general stores, approximately 27 por cent of the weekly business is transacted on Saturday. The proportion for Wednesday is lowest at 13 per cent. The proportions for the several days of the week are shown below:

Percentage of Wookly Business Normally Transacted by Country General Stores on Various Days of the Wook

Day	Por cont of business
Monday Tuosday Wodnosday Thursday Friday Saturday	15.2 13.8 13.1 15.4 15.8 26.7
	100.0

On the basis of these percentages, weights were assigned to the several days of the week and the sum of these weights for a calendar menth was taken to represent the number of business days in that menth.

Adjustments for seasonal variations are provisional until records for a longer period of time become available. Average results for the Dominion as a whole indicate that country general store sales are lowest in January when the volume of business transacted is 22 per cent below an average menth. February and March sales are only slightly higher. An upward movement commenced in April is continued in May when sales are normally 4 per cent above an average menth. Sales are maintained at the May level throughout the summer menths until September when another expansion takes place, which, except for an easing off in November is continued till the end of the year. Approximately 38 per cent of the annual business of country general stores is transacted in the last four menths of the year.

The seasonal pattern for country general stores differs considerably for different regions of the country, the concentration of business in the latter part of the year being greater in the Frairie Provinces than in other sections. Sales in the last four menths of the year form 40 per cent of the annual business in Maniteba, 43 per cent in Saskatchewan and 41 per cent in Alberta. This greater concentration of business in the latter menths of the year is naturally accompanied by lower sales in the earlier menths.

INDEXES OF COUNTRY GENERAL STORE SALES (Average Monthly Sales for 1936 = 100)

A. Unadjusted indexes. B. Seasonally adjusted indexes

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Year	a rendritante lancontamiente		Marit	ime				
and	Cana		Provi		Que			ario
Month	A	В	A	В	A	В	A	B
1936 January February March April May June July August September October November December	75.7 74.3 80.0 90.7 105.5 101.9 103.5 110.2 115.2 122.0 102.0 119.0	96.7 94.8 97.9 99.0 98.4 98.0 102.2 102.9 101.1 102.6 102.9	(1) (1) 83.9 91.3 109.8 101.6 102.3 103.5 98.3 112.5 106.5 119.0	(1) (1) 100.2 99.7 91.0 100.0 100.0 99.8 101.8 99.7 102.0 106.1 102.0	(1) (1) 82.8 88.5 110.0 112.1 113.0 109.0 104.1 108.9 100.9 112.6	(1) (1) 95.5 97.7 94.4 99.6 99.6 99.3 104.6 99.6 102.5	75.0 77.1 82.6 97.3 112.6 105.0 109.6 109.4 104.8 109.6 99.5 117.5	94.6 93.6 97.5 102.8 97.5 100.4 96.3 98.3 101.4 101.2
January February March April May June July August September October November December Annual Average	80.7 77.5 90.6 98.8 114.4 110.7 117.7 113.5 121.0 128.2 111.2 126.9 107.6	104.2 105.4 107.6 107.0 107.1 107.3 108.2 108.6 107.5 110.0 108.3 111.5	89.4 81.9 92.5 100.2 123.3 109.8 119.6 107.2 108.7 118.1 111.1 126.9 107.4	103.6 102.3 107.3 108.5 102.6 108.5 111.1 108.7 109.7 110.8 107.2 110.6	79.2 78.9 97.5 100.0 126.6 128.8 136.7 124.7 116.4 125.9 112.9 130.7 113.1	106.4 110.1 109.2 109.5 109.1 114.9 113.5 117.0 116.4 119.2 111.2 120.0	81.2 83.0 93.0 101.6 122.7 112.1 113.9 113.7 117.6 103.3 126.7 108.0	103.5 107.5 106.6 106.5 106.7 107.6 108.4 110.0 109.4 112.5 105.8 112.2
January February March April May June July August September October November December Annual Average	81.6 80.4 91.1 104.2 111.9 112.5 112.8 112.6 115.8 117.9 104.2 120.8	108.3 109.4 108.2 109.9 108.0 108.7 107.3 104.5 102.1 101.5 101.9 100.2	89.8 87:1 90.6 98:5 123:7 104:0 103:3 102:4 98:6 101:9 97:4 115:9 101:1	106.9 108.8 105.0 103.8 106.2 102.4 99.2 100.7 98.8 96.0 94.4 95.3	83.7 82.3 104.8 110.5 130.9 132.5 131.1 107.3 116.1 105.4 122.3 112.2	115.6 114.9 117.4 117.8 116.3 117.7 112.6 108.4 106.4 110.4 104.1	80.0 81.4 94.6 105.5 115.7 110.6 120.0 109.3 105.2 101.1 97.8 115.8 103.1	104.9 105.4 108.4 107.7 103.7 105.7 105.8 102.4 100.6 97.0 100.6 96.8
January February March April May June July August September October November December Annual Average	76.5 73.3 83.9 91.2 108.9 103.7 106.4 110.3 129.8 122.4 102.6 126.1	102.1 99.7 98.8 99.9 102.0 99.3 101.6 102.3 111.4 108.8 100.0 108.2	80.4 76.6 83.5 87.9 117.4 100.0 97.7 102.3 107.9 100.5 103.4 124.0 98.5	96.1 96.1 96.3 97.7 97.6 94.3 100.6 105.1 97.7 99.8	77.6 76.6 95.8 93.3 128.7 120.6 127.0 113.7 117.4 120.2 104.8 127.9 108.6	107.6 106.9 106.3 103.3 111.0 106.3 109.5 103.5 113.4 117.9 103.1	76.0 74.3 84.1 88.9 114.9 104.7 110.5 106.1 114.1 105.0 99.4 120.0 99.8	100.0 96.3 95.5 94.3 99.9 99.3 106.1 104.0 101.8 103.9
January February March(2) April(2)	85.5 82.5 91.6 97.3	110.5 108.2 103.4 106.2	91.9 92.1 92.7 95.7	106.4 110.9 107.0 104.5	88.5 83.2 99.6 100.8	118.9 111.9 111.0 111.2	84.3 83.7 91.5 97.8	107.6 104.5 104.5 103.4

⁽¹⁾ Indexes for these months are not available. Indexes for this region based on the twelve month period ending February, 1937. (2) Subject to revision.

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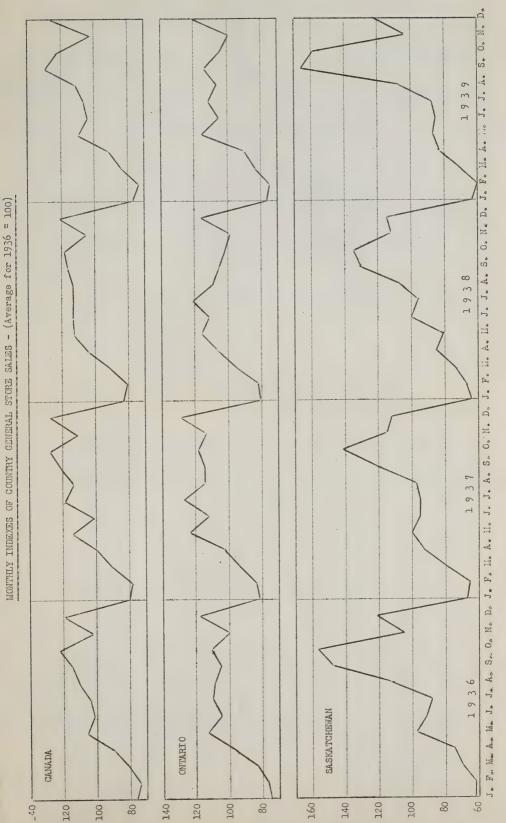
INDEXES OF COUNTRY GENERAL STORE SALES (Average Monthly Sales for 1936 * 100)

A. Unadjusted indexes. B. Seasonally adjusted indexes.

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Year								ish
and Month	Mani A	B B	Saskato	newan B	Albe	B	Colu	mola B
1936 anuary beruary larch pril lay une uly ugust eptember betober lovember	69:0 67:3 73:9 81:2 94:7 96:5 104:3 124:8 133:9 98:3	96.8 94.2 95.1 92.6 98.8 97.9 99.8 104.8 104.8	62.1 62.4 70.1 84.8 97.1 90.5 88.0 112.8 148.4 157.2 105.3 121.3	92.4 89.9 96.4 93.5 102.4 95.7 94.4 104.7 110.8 105.2 95.7	72.1 69.9 78.8 92.1 98.7 95.7 96.8 108.8 122.2 132.6 103.5 128.8	97.0 96.6 100.1 96.4 105.2 101.2 101.6 100.0 99.8 98.9 98.9	(1) (1) 86.4 96.9 104.5 104.3 106.0 107.9 98.4 117.6	(1) (1) 102.0 99.3 97.5 93.5 97.3 102.3 100.7 98.8 105.1
anuary abruary arch pril iay une ugust ctober lovember locember	74.5 68.6 86.0 89.3 101.1 103.1 114.8 124.3 145.8 140.3 119.2 137.9 108.7	101.0 105.8 102.4 107.4 101.0 105.9 104.9 101.6 107.6 113.1 115.5 115.1 116.2	65.7 64.6 79.9 92.6 100.2 95.2 94.6 97.3 120.9 142.3 114.7 111.8 98.3	98.8 99.1 106.6 101.3 106.1 101.1 98.6 93.0 89.6 101.1 97.4	75.2 70.6 86.8 99.0 98.9 98.7 100.1 111.6 129.5 132.6 117.0 133.9	102.4 104.0 107.0 102.7 105.8 104.7 102.1 105.7 105.2 102.4 107.8	84.2 78.7 94.0 105.0 112.7 119.5 120.5 117.4 117.4 117.5 105.5 125.0 107.9	104.8 103.2 107.8 106.7 105.6 107.6 108.7 110.4 111.0 111.3 109.2 110.8
1938 January Jebruary Jebruary Jebruary Jeril Je	77.6 77.6 90.1 104.2 103.1 113.3 115.4 124.3 131.7 117.7 110.0 128.8 107.8	113.2 115.8 112.6 114.9 111.3 114.9 110.8 104.4 101.4 97.2 106.6 102.4	63.9 67.3 73.8 95.4 90.4 99.7 96.1 106.5 130.2 134.5 112.1 114.0 98.7	98.8 103.3 98.5 101.6 98.7 105.4 103.6 98.8 96.0 93.5 99.1 93.7	76.3 72.6 84.7 105.3 95.4 102.6 99.2 113.6 130.1 140.0 110.3 130.5	106.8 106.8 104.4 106.4 105.3 108.4 104.6 104.3 104.9 108.5 102.0 99.7	84.7 82.5 93.9 106.4 114.2 119.0 112.4 113.3 111.4 113.3 97.4 123.6 106.0	108.3 108.2 107.6 105.3 110.3 106.7 104.8 105.1 104.5 107.7 101.2 103.4
January February March April June July August Cotober November December Amnual Average	70.2 68.5 83.3 93.1 98.8 101.2 108.7 116.7 124.4 103.6 133.2 104.5	102.8 102.2 103.2 106.6 103.4 101.8 104.9 98.0 113.8 106.1 100.0	62.6 60.4 70.0 83.4 86.3 84.5 87.4 107.1 166.0 158.7 102.7 120.8 99.2	97.2 92.7 92.6 92.4 91.4 88.6 94.6 99.3 119.1 113.8 90.4 102.8	71.3 66.4 78.6 95.6 95.6 95.6 95.6 114.3 144.2 135.4 106.3 138.6	100.3 97.8 96.1 100.4 100.5 100.2 101.1 105.0 113.1 108.3 97.9 109.6	80.3 79.1 89.8 101.0 109.7 116.7 108.4 110.8 114.1 106.2 93.5 118.9	103.1 103.7 102.0 103.9 102.7 103.7 101.5 102.8 104.2 96.8 102.9
1940 January February March(2) April(2) (1) Indexes for	77.7 76.9 89.5 94.9	110.3 110.7 111.3 108.3	69.5 67.7 80.2 88.8	104.6 100.1 106.6 98.0	80.1 77.2 88.8 95.9	109.1 109.6 109.0 100.3	84.8 83.1 95.2 105.0	105.6 105.0 108.6 107.6

(1) Indexes for these months are not available. Indexes for this region based on the twelve month period ending February, 1937. (2) Subject to revision.

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Published by Authority of the HON. JAMES A. MacKINNON, M.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COLLERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

Statistician: Vol. IV . No. 5

A.C. Steedman, B.A.

Year's Subscription, \$1.00 . Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1940

Country general store sales in Canada averaged 9 per cent higher in May of this year than last and were up 21 per cent over April, 1940 according to returns from almost 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported increased business, gains in the southern districts of Saskatchewan and Alberta being outstanding at 17 per cent and 18 per cent respectively over May last year. Provincial increases were as follows: Maritime Provincos, 6 por cont; Quoboc, 11 por cont; Ontario, 6 per cont; Manitoba, 4 por cont; Saskatchowen, 12 per cent; Alberta, 14 per cent and, British Columbia, 1 per cent. The unadjusted index on the 1936 base for Canada as a whole stands at 118.0 for May, 1940, 97.3 for April, 1940 and 108.9 for May, 1939.

The May index, adjusted both for differences in number of business days and also for normal seasonal variations stands at 109.6, up 3 per cent from April and 8 per cent higher than May a year ago.

	May, May,			May, 1940 May, 1939			
Rogion	Number of stores reporting	Number reporting an increaso	Por cont	į i	Number of stores reporting	Number reporting an increase	Por cont
Maritimo Provinces:	85	53	+ 5.8 ·	Saskatchowan: North	65 57	45 45	+ 9.2
South	53 46	33 36	+ 6.5	TOTAL	122	90	+ 12.2
TOTAL	99	69	+ 10.5	Alborta:	56	40	+ 8.4
Ontario: East	45	38	+ 10.9	South	82 138	72 112	+ 18.0
North	36	20	+ 3.9	British			
Wost	55	36	+ 3.1	Columbia:	54	28	+ 1.3
TOTAL	136	94	+ 5.9	CANADA:	691	480	+ 8,5
Manitoba:	57	34	+ 4.3			The state of the s	

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INDEXES OF COUNTRY GENERAL STORE SALES-(AVERAGE FOR 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

				- 2 -			
British Columbia	В	97.5 105.6 110.3 102.7 103.1		103.7 101.5 102.8 104.2 96.8		105.6 108.5 107.6	1
Bri Col	A	104.5 112.7 114.2 109.7 111.0		116.7 108.4 110.8 114.1 106.2 93.5		84.8 83.1 95.1 105.0	+ 4.2
hlberta	В	105.8 105.8 105.3 100.5		100.2 101.1 105.0 113.1 108.3 97.9		109.1 109.6 100.7 100.3	. \$
41be	Ŕ	98.00 97.00 93.00 93.00		95.6 114.3 144.2 135.4 138.6		80.1 77.2 88.6 95.9 107.2	+10.6
Saskatchewan	В	102.4 106.1 98.7 91.4		88.6 94.6 99.3 119.1 113.8 90.4		104.6 100.1 104.9 93.0	
Saska	Ą	97.1 100.2 90.4 86.3	programma supplemental suppleme	84.5 87.4 107.1 166.0 158.7 102.7		69 67 67 69 69 69 69 69 69 69 69 69 69 69 69 69	410.8
t oba.	В	98.8 105.9 111.3 103.4 106.5		101.8 104.9 98.0 113.8 106.1 100.00		110.7	. 1
Manitoba	A	94.7 101.1 103.1 98.8 102.5		101.2 108.7 116.7 151.9 124.4 103.6		77.7 76.9 89.0 94.9	+ 6.5
Ontario	В	106.7		99.3 97.8 99.3 106.1 101.8 103.9		107.6 104.5 103.5 103.4	. 1
Onte	Ą	112.6 122.7 115.7 114.9 122.4		104.7 110.5 106.1 114.1 105.0 99.4		84.3 83.7 90.7 97.0	+ 9.3
၁ဓင	В	94.4 109.1 116.3 111.0		106.3 109.5 103.5 113.4 117.9 103.1		118.9 111.9 110.6 111.2 121.2	, 1
oeqenb	A	110.0 126.6 130.9 128.7 141.8		120.6 127.0 113.7 117.4 120.2 106.8		88.5 83.2 99.2 100.8 141.8	+ 3°3
times	В	91.0 102.6 106.2 97.7 102.1		97.6 94.3 100.6 105.1 99.8 105.5		106.4 110.9 107.9 104.5 102.1	. 1
Marit	A	109.8 123.3 123.7 117.4 123.7		100.0 97.7 102.3 107.9 100.5 103.4		91.9 92.1 93.4 95.7 123.7	-11.4
, DA	B	98.4 107.1 108.0 102.0 109.6		99:3 101:6 102:3 111:4 108:8 108:2		110.5	. 1
CANADA	A	105.5		103.7 106.4 110.3 129.8 122.4 102.6		85.5 82.5 91.2 97.3	7.6 +
Year and Month		May, 1936 May, 1937 May, 1938 May, 1939 May, 1940	1939	June July August September October November December	1940	January February March April	% Change, January-May, 1540. January-May, 1939.

Noto:- Indoxos for April and May, 1940 are subject to revision.

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Dominion Statistician: Chief, Internal Trade Branch: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Herbert Marshall, B.A., F.S.S.

Statistician: Vol. IV. No. 6 A. C. Steedman, B.A.

Year's Subscription, \$1.00
Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1940

Country general store sales in Canada averaged 8 per cent higher in June of this year over June, 1939, according to returns received from almost 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported increased business ranging from 1 per cent for British Columbia to 17 per cent for the southern district of Saskatchewan. Provincial increases were as follows: Maritime Provinces, 4 per cent; Quebec, 10 per cent; Ontario, 6 per cent; Manitoba, 3 per cent; Saskatchewan, 14 per cent; Alberta, 12 per cent; and British Columbia, 1 per cent. The unadjusted index on the 1936 base for Canada as a whole stands at 112.4 for June 1940, 118.0 for May. 1940, and 103.7 for June, 1939.

The June index, adjusted both for differences in number of business days and for normal seasonal variations stands at 108.9, 10 per cent higher than June a year ago.

		1940 1939		Juno, 1940 Juno, 1939			
Rogion	Number of stores	Number reporting an increase	Per cont	Rogion	Number of stores reporting	Number reporting an increase	Por cent
Maritime Provinces:	80	47	+ 4-3	Saskatchowan:	66	46	+13-0
Quebec: South	54	32	+10.3	South	57	42	+16.5
North	45	26	+10.1	TOTAL	123	88	+14.3
TOTAL	99	58	+10.2	Alborta: North	58	40	+ 9.0
Ontario: East	49	34	+10.0	South	89	76	+13+6
North	37	18	+ 3.3	TOTAL	147	116	+11.9
West	54	33	+ 5.1	British Columbia:	54	28	+ 0.8
TOTAL	140	85	+ 6.3	CANADA:	697	454	+ 8.3
Manitoba:	54	32	+ 3.3				·

INDEXES OF COUNTRY GENERAL STORE SALES -- (AVERAGE FOR 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations

	. 1	10.00	- 2 =	901/910	1.
British . Columbia	B.	93.5	101.5 102.8 104.2 104.2 96.8	105.6 105.0 108.5 107.6	1
. Bri	4	119.5	108.4 110.8 114.1 106.2 93.5 118.9	84.8 83.1 95.1 103.9 111.0	+ 3.5
rta	В	101.2 104.7 108.4 100.2 113.6	101.1 105.0 113.1 108.3 97.9	109.1 109.6 108.7 100.3 113.8 113.6	ŧ
Alberta	A	95.7 98.7 102.6 95.6	95.5 114.3 144.2 135.4 136.3	80.1 77.2 88.6 95.4 107.0	+10.8
howan	В	95.7 101.1 105.4 88.6 103.4	94.6 99.3 119.1 113.8 90.4	104.6 100.1 104.9 98.0 101.5	. 8
Saskatchowan	Ų	90°5°5°7°7°7°7°7°7°7°7°7°7°7°7°7°7°7°7°7°	87.4 107.1 166.0 158.7 102.7 120.8	69.57 67.79 67.79 69.79 7.79 7.79	+11.8
coba	В	97.9 104.9 114.9 101.8 107.3	104.9 98.0 113.8 106.1 100.0	110.3 110.7 110.6 108.3 106.5	. 1
Manitoba	ų	96.5 103.1 113.3 101.2	108.7 116.7 151.9 124.4 103.6	77.7 76.9 89.0 102.4 102.5	+ 7.5
Ontario	B	100.4 107.6 105.7 99.3 107.0	97.8 99.3 106.1 104.0 101.8	107.6 104.5 103.5 103.4 105.5	. 8
Onta	V	105.0 112.1 110.6 104.7 111.4	110.5 106.1 114.1 105.0 99.4	84.3 83.7 90.7 98.1 122.4	+ 8 * 8
00	B.	99.6 114.9 117.7 106.3 117.9	109.5 103.5 113.4 117.9 103.1	118.9 111.9 110.6 111.2 111.2 121.2	. 1
Quoboc	V	112.1 128.8 132.5 120.6 132.1	127.0 113.7 117.4 120.2 104.8	88.5 83.2 99.2 100.6 141.8 132.1	+ 8.9
Maritimos	В	100.0 108.5 102.4 97.6 102.8	94.3 100.6 105.1 97.7 99.8	106.4 110.9 107.9 104.5 102.1	, i
Marit	Ą	101.6 109.8 104.0 100.0	97.7 102.3 107.9 100.5 103.4 124.0	91.9 92.1 93.4 94.9 123.7 104.1	+ 9.9
,DA	B	98.4 107.3 108.7 99.3	101.6 102.3 111.4 108.8 100.0	110.5 108.2 107.9 106.2 109.6	. 1
CANADA	V	101.9 110.7 112.5 103.7 112.4	106.4 110.3 129.8 122.4 102.6 126.1	85.5 82.5 91.2 97.6 118.0	+ 9.2
A CANADA CONTRACTOR OF THE PROPERTY OF THE PRO	Yoar and Month	June, 1936 June, 1937 June, 1938 June, 1939 June, 1940	Jaly August Soptombor October Novombor Docombor	J940 January February March April	% Change JanJune, 1940 JanJune, 1939

Note: -- Indexes for May and June, 1940, are subject to revision.

UNIVERSITY OF TORONTO

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Vol. IV - No. 7

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1940

Country general store sales averaged 6 per cent higher in July of this year than last and were maintained at the same level as in June, 1940 according to returns from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All sections excepting Manitoba and the southern districts of Saskatchewan reported gains compared with July a year ago. Sales in Ontario and Quebec were up by 9 per cent; Alberta reported a gain of 7 per cent; the Maritime Provinces, 5 per cent; Saskatchewan, 4 per cent and British Columbia, 2 per cent. Sales in Manitoba were down by 1 per cent.

The July index, adjusted for differences in number of business days and for normal seasonal variations declined 1 per cent below the June figure and was 6 per cent above the corresponding index for July, 1939.

		1940 1939			July, July,		
Reg io n	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting		Per cent
Maritime Provinces:	82	48	+ 5.3	Saskatchewan:	66	46	+ 7.8
Quebec: South	51	28	+ 4.5	South	58 124	26 72	+ 4.4
North	95	29 57	+ 10.5 + 8.6	Alberta:	55	36	+ 7.7
Ontario: East	48	37	+ 13.0	South	85	53 89	+ 6.4
North	38 54	27 30	+ 11.4	British Columbia:	57	32	+ 1.8
TOTAL	140 56	94 27	+ 9.3	CANADA:	694	419	+ 6.2
man o o o a .)0	61					

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INDEXES OF COUNTRY GENERAL STORE SALES--(AVERAGE FOR 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

	Section of the section	w-07-	ထု လျ လုသ တ	105.6 105.0 108.5 106.4 104.9 107.0	
British Columbia	В	8 97.3 5 108.7 4 104.8 7 102.7	3 102.8 2 104.2 2 104.2 5 96.8 9 102.9		, 4
C B	A	104 1120 108 109	110.0	84.8 83.1 95.1 103.9 118.8 109.7	+.3.
rta	В	101.6	105.0 113.1 108.3 97.9 109.6	109.1 103.6 108.7 199.8 114.4 113.6	
. Alberta	А	96.8 100.1 99.2 101.8	11.14.2 13.66.1 10.66.2 13.88.2 13.88.2	80.1 77.2 28.6 28.6 107.8 101.8	+10.2
Sackatchewan	В	94.4 98.6 103.6 94.6 97.2	79.3 119.3 102.8	104.6 100.1 204.9 99.0 101.7 103.4	. 1
Sackat	A	88.0 94°6 96°1 87.4 89.8	107.1 165.0 158.7 102.7 120.8	20 20 20 20 20 20 20 20 20 20 20 20 20 2	+10.4
pg.	В	99.8 106.6 110.8 104.9	98.0 113.8 106.1 100.0	110.3 110.7 110.6 116.8 106.9 107.3	. 1
Mani toba	A	104.3 114.8 115.4 108.7 107.2	116.7	77.7 76.9 89.0 102.4 102.9 105.4	+ 6.0
rio	В	96.3 108.4 105.8 97.8	99°3 106°1 104°0 101°8 103°9	107.6 103.5 103.5 104.9 104.9	. 1
Cntario	A	109.6 127.1 120.0 110.5 120.8	106.1 114.1 105.0 59.4	84.3 83.7 90.7 98.1 121.6 1111.4	8,8
pec	В	96.6 113.5 112.6 109.5 118.8	103.5 113.4 117.9 103.1	118.9 1110.6 1110.6 1117.9 1118.8	. 1
oeqen)	A	113.0 136.7 131.1 127.0	113.7 117.4 120.2 104.8	88 83.22 100.6 133.9	+ 8.6
Maritimes	В	97.8 111.1 99.2 94.3	100.6 105.1 97.7 105.5	106.9 107.9 107.9 102.6 98.2	, 1
Mari	8 4	102.3 119.6 103.3 97.7 101.8	102.3 107.9 100.5 103.4 124.0	91,99 92,29 123,49 101,81	4 9.0
4 DA	В	98.0 108.2 107.3 101.6	102.3 111.4 108.8 100.0	110°5 108°2 100°5 100°5 100°5 1008.9	. 1
CANADA	A	103.5 117.7 112.8 106.4 112.4	110°3 129.8 122.4 102.6 126.1	88 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	+ 8.6
Year and Month		July, 1936 July, 1937 July, 1938 July, 1938 July, 1939	Avgust	J940, January February Merch April May June	% Change, July, 1940 January-July, 1939

Note: -- Indexes for June and July, 1940, are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, ONTARIO

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A. C. Steedman, B.A.

Vol. IV - No. 8

Year's Subscription, \$1.00 Single copies, 10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1940

Country general store sales averaged 10 per cent higher in August this year than last and increased 8 per cent over July, 1940, according to returns from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported gains ranging from 3 per cent for Manitoba and Northern Saskatchewan to 20 per cent for Eastern Ontario. Sales in Ontario were up by 17 per cent; Quebec reported a gain of 12 per cent; Alberta, 7 per cent; and Saskatchewan and British Columbia, 5 per cent.

Part of the increase over August last year must be attributed to a difference in business days. There were five Saturdays in August this year and four a year ago. On making allowance for this factor and also for normal seasonal movements, sales in August, 1940, were up by 1 per cent over July and were 6 per cent above the level of August, 1939.

		ugust, 1940 ugust, 1939				ugust, 1940 ugust, 1939	
Region	Number of stores reporting		Per Cent	Region	Number of stores reporting		Per cent chango
Maritime Provinces:	83	56	+ 9.6	Saskatchewan: North	64	33	+ 2.9
Quebec: South	53	35	+ 13.7	South	55	28	+ 7.1
North	23 47	35	+ 11.8	TOTAL	119	61	+ 4.5
TOTAL	100	70	+ 12.4	Alberta:	60	36	+ 8.4
Ontario:	48	. 42	+ 19.6	South	84	56	+ 6.3
East	37	43 26	+ 15.0	TOTAL	144	92	+ 7.1
West	54	47	+ 16.6	British Columbia:	52	30	+ 4.9
TOTAL	139	116	+ 17.2	CANADA	693	457	+ 9.8
Manitoba:	56	32	+ 2.9				•

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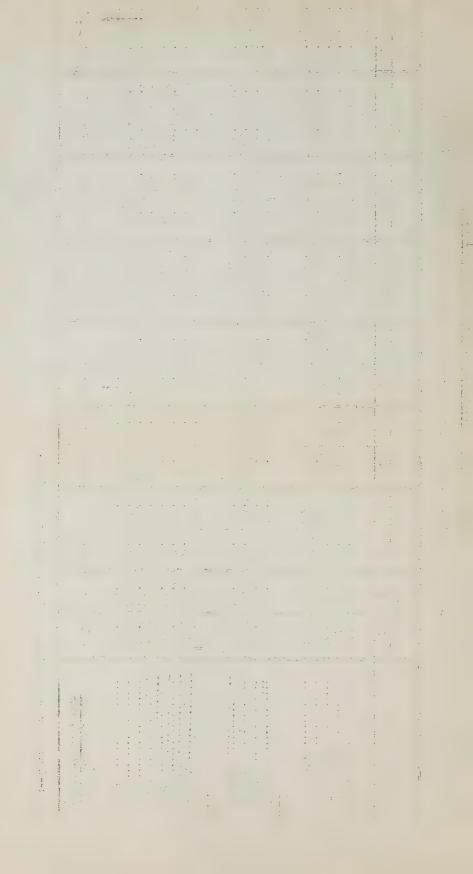
INDEXES OF COUNTRY GENERAL STORE SALES -- (AVERAGE FOR 1936=100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations

ish ''	B	102.3 110.4 105.1 102.8 103.8	104.2 104.2 96.8 102.9	105.6 105.0 108.5 106.4 104.9 105.2 103.8	. 1
British Columbia	Ų	110.3	114.1 106.2 93.5 118.9	84.8 83.1 103.9 112.9 116.9 116.2	+ 3.4
Alberta	·B	100.0 105.7 104.3 105.0 108.3	113.1 108.3 97.9 109.6	109.1 109.6 108.7 99.8 114.4 107.8	. 1
qrv	Ų. · ·	108.8 111.6 113.6 114.3	144.2 135.4 106.3 138.6	80.1 77.2 88.6 95.4 107.8 106.8 101.8	1 -6 +
Saskatchewan	··B	104.7 93.0 98.8 99.3 100.0	119.1 113.8 90.4 102.8	104.6 100.1 104.9 99.0 101.7 101.7	. 1
Saskat	· ¥	112.8 97.3 106.5 107.1	166.0 158.7 102.7 120.8	69.7 67.7 89.7 96.9 895.8 895.8	+ 9.1
Manitoba	В	104.8 107.6 104.4 98;0	113.8 106.1 100.0 109.6	110.3 110.7 110.6 116.8 106.9 106.9	. 1
Mani	у	124.8 124.3 124.3 116.7	151.9 124.4 103.6 133.2	77.7 76.9 89.0 102.4 102.9 104.8 107.2	+ , 7.
Ontario	В	98.3 110.0 102.4 99.3 112.1	106.1 104.0 101.8 103.9	107.6 104.5 103.5 103.7 104.9 107.0 112.1	. 1
Out	Ų	109.4 113.9 109.3 106.1 124.3	114.1 105.0 99.4 120.0	84.3 83.7 90.7 98.1 121.6 111.7 120.8	+10.0
poc	В	99.3 117.0 108.4 103.5 112.1	113.4 117.9 103.1 114.6	118.9 111.9 110.6 111.0 119.6 117.4 118.8	. 1
onepoc	Ā	109.0 124.7 119.1 113.7 127.8	117.4 120.2 104.8 127.9	88.5 83.2 99.2 100.6 139.9 131.6 127.8	+10.4
Maritimos	щ	101.8 108.7 100.7 100.6 106.2	105.1 97.7 99.8 105.5	106.2 103.6 103.6 103.6 103.6 103.4 98.2	. 1
Mari	¥	103.5 107.2 102.4 102.3 112.1	107.9 100.5 103.4 124.0	91.9 92.1 93.4 94.9 104.7 101.8	+ 9.2
4DA	В	102.2 108.6 104.5 102.3	111.4 108.8 100.0	110.5 108.2 106.5 109.4 108.6 108.6	. 1
CANADA	Ą	110.2 113.5 112.6 110.3 121.1	129.8 122.4 102.6 126.1	85.5 82.75 91.2 97.6 117.8 112.0 112.4	+ 8.7
Voor and Month	100000000000000000000000000000000000000	August, 1936	Soptembor Cotobor November December	1940 Jánuary February March April May June June	% Chenge, Jenuary-August, 1940 Jenuary-August, 1939

- 2 -

Note: -- Indexes for July and August, 1940, are subject to revision.



DEPT. OF POLITICAL SCIENCE UNIVERSITY OF TORONTO

Published by Authority of the HON. JAMES A. MACKINNON, M.P., Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, ONTARIO

Dominion Statistician:

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Statistician: Vol. IV - No. 9.

Chief, Internal Trade Branch:

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1940

Country general store sales averaged 11 per cent lower in September this year than last and decreased 214per cent below August, 1940, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. While sales in Eastern Ontario were practically unchanged, all other parts of the country reported decreases ranging from 3 per cent in the northern sections of Quebec to 25 per cent in Northern Saskatchewan. Sales for the province of Ontario as a whole were down by 5 per cent; the Maritime Provinces and Quebec decreased 6 per cent; British Columbia, 9 per cent; Alberta, 15 per cent, Manitoba, 20 per cent; and Saskatchewan, 22 per cent.

Part of the decrease from September last year must be attributed to a difference in the number of business days. There were five Saturdays in September a year ago and four this year. On making allowance for this factor and also for normal seasonal movements, sales in September, 1940, were only 2 per cent below August of this year and 4 per cent below September, 1939.

		eptember, 191		Service of the servic		eptember, 19	
***************************************		eptember, 19	59			eptember, 19	59
Region	Number of stores	Number reporting	Pon Cont	Pagion	Number of stores	Number	Per Cent
vestou	. 1	an increase		vegrou		an increase	-
	1 C POI DING	all lifer case	Ontainge		1 C POT OTTIS	Car 11101 0 caso	Onone
Maritime				Saskatchewan:			
Provinces:	85	30	- 6.0	North	66	8	- 24.9
					-0		
Quebec:	50	3.77	77 (South	58	9	- 18.1
South	52	17	- 11.6	TOTAL	124	17	- 22.4
North	44	16	- 2.9	IUIALI	124	1	- 66.4
1101 011 1 1 1 1		10		Alberta:			
TOTAL	96	33	- 5.7	North	56	13	- 15.1
Ontario:	1			South	85	15	- 14.2
East	47	21	+ 0.5	EIOTI AT	7), 7	28	- 14.5
North	37	14	- 3.9	TOTAL	141	20	- 14.7
NOT bli	71	14	1 - 2.3	British			
West	52	12	- 10.8	Columbia:	56	14	- 8.7
TOTAL	136	<u>4</u> 7	- 5.4	CANADA	693	176	- 10.7
			10.5				
Manitoba:	55	7	- 19.5				
	3	1	1	1		1	

Indexes of Country General Store Sales -- (Average for 1936=100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Quebec Ontario Manitoba Saskatchewan Alberta Columbia	B A B A B A B A B	6 104.8 104.8 104.8 148.4 110.8 122.2 99.8 106.0 10 .4 113.7 109.4 145.8 115.1 120.9 89.8 129.5 105.2 117.4 11 .4 105.2 100.6 131.7 101.4 130.2 96.0 130.1 144.2 113.4 10 .4 114.1 106.1 151.9 113.8 166.0 119.1 144.2 113.1 114.1 10 .4 107.9 107.4 122.5 98.1 128.8 98.9 123.3 103.5 104.2 10	120.2 117.9 105.0 104.0 124.4 106.1 158.7 113.8 135.4 108.3 106.2 104.2 104.2 105.8 105.1 101.8 105.6 100.0 102.7 90.4 106.3 97.9 93.5 96.8 127.9 114.6 120.0 103.9 135.2 109.6 120.8 102.8 138.6 109.6 118.9 102.9	88.5 118.9 84.3 107.6 77.7 110.3 69.5 104.6 80.1 109.1 84.8 105.6 85.2 111.9 85.7 124.5 89.0 110.7 67.7 100.1 88.6 3.817 105.0 89.1 110.9 88.6 3.817 105.0 89.0 110.6 90.7 105.5 89.0 110.6 90.7 105.5 89.0 110.6 90.7 105.7 102.4 116.8 89.7 \$5.0 104.9 105.9 106.4 115.9 110.6 111.7 107.2 104.9 106.7 95.8 101.7 106.8 112.4 112.9 104.9 105.7 106.9 105.7 106.9 105.2 106.4 115.0 117.7 12.7 12.1 12.0 108.2 108.3 107.1 106.8 112.4 116.9 105.2 108.3 116.1 127.8 112.1 124.7 122.1 120.1 97.2 111.9 100.0 122.4 108.3 116.2 105.8 110.1 110.7 110.7 110.7 110.9 107.4 112.1 120.1 97.2 111.9 100.0 122.4 108.3 116.2 105.8 110.8 110.8	7.0 - +7.9 - +1.3 - +2.7 - +5.7 - +1.8 -
Maritimes	A B	201 201 301 100	100.5 103.4 99.8 124.0	91.9 92.1 100.9 93.4 107.9 94.9 103.6 102.7 102.7 103.4 105.4 105.4 105.8 105.8	7.5
CANADA	AB	B 102.9 B 107.5 108.9 B 1007.5	122.4 108.8 102.6 100.0 126.1 108.2	85.5 110.5 82.5 108.2 91.2 107.9 97.6 105.5 117.6 108.6 112.6 108.6 112.6 107.5 115.9 106.5	+ 5.9
Year and Wonth		September, 1936 1937 1938 1939 1940	1939 October November December	1940 January February March April May Junc Junc Junc Junc Junc Junc August September	% Change, January-September, 1940.

Note: -- Indexes for August and September, 1940, are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, ONTARIO

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Vol. IV - No. 10

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1940

Country general store sales averaged 4 per cent higher in October this year than last and increased 9 per cent over September, 1940 according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over October a year ago were reported in all provinces except Manitoba and Saskatchewan where regulations governing the marketing of the wheat crop affected the usual seasonal distribution of farm income resulting in declines in value of retail trading below 1939. Per cent changes ranged from an increase of 15 per cent for the Maritime Provinces to a decrease of 13 per cent for Saskatchewan. Sales for the province of Quebec as a whole increased 10 per cent; Ontario, 7 per cent; Alberta, 3 per cent and British Columbia, 2 per cent. Manitoba decreased 4 per cent.

Allowing for one more business day this year than last and also for normal seasonal movements, sales in October, 1940 were up by 3 per cent over September of this year and were on a par with the level of business in October a year ago.

		er, 1940 er, 1939			October October		
Region	Number of stores		Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent
daritime Provinces:	80	53	+ 14.6	Saskatchewan:	61	20	- 13.8
North	53 47	33 35	+ 7.2	TOTAL	52 113	20 40	- 10.4
TOTAL	100	68	+ 9+5	Alberta:		34	+ 4.0
Intario: East	47 36	39 24	+ 5.6	South	86 144	54 88	+ 1.6
Wost	53	31	+ 5.6	British Columbia:	55	25	+ 1.5
TOTAL	136	94 24	+ 6.6	CLNADA:	682	392	+ 3.6

Indexes of Country General Store Sales - (Average for 1936-100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	C/. NA	ADA.	Maritimes	semi	onepec	299	Ontario	o.i.	Manitoba	Soba	Saskatchewan	chevan	Alba	Alberta	British Columbia	ish
The country of the co	4	щ	- 200	щ	*4	Д	d.	മ		æ	e de	. д	-4	ф	4	
October, 1936	128.2 128.2 117.9 122.4	101.1 130.0 101.5 108.8 109.2	118.5	1102.0 1110.8 96.0 7.7.7	308.9 125.9 126.1 120.2 131.6	22,00,000	109.6	101.2	133.9	106°5 115°5 97.2 106.1	744 748 88 88 88 88 88 88 88 88 88 88 88 88 8	98662	132 132 140 1385 1388	202 202 203 203 204 207 207 307	107.9 113.3 105.2 107.8	98,8
November	102.6	100.0	103.4	105.0	304.8	103,1	99.4	103.9	103.6	200.0	102.7	90.4	106.3	97.9	93.5	96.8
1940 January Jebruary Larch Lys June June June Sericander October January-October, 1940	# # # # # # # # # # # # # # # # # # #	1. 100. 100. 100. 100. 100. 100. 100. 1	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	28 4 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	+ 1350 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7 . 2 × mm × c c c c c c c c c c c c c c c c	48888888888888888888888888888888888888	1	4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1000 1000 1000 1000 1000 1000 1000 100	+ 12220984 + 12220984 + 222200984 + 222200984 + 222200984 + 222200000000000000000000000000000000	00000000000000000000000000000000000000	4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1

Note: -- Indexes for September and October, 1940, are subject to revision.



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UNIVERSITY OF TORONTO

Published by Authority of the HON. JAMES A. Mackinnon, M.P., Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, ONTARIO

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Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

Vol. IV - No. 11

Year's Subscription, \$1.00 Single Copies, .10

LONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1940.

Country general store sales averaged 15 per cent higher in November this year than last and increased 11 per cent over October, 1940, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over November a year ago were reported by all regions of the country and ranged from 10 per cent for Eastern Ontario to 27 per cent for Manitoba. Sales for British Columbia and the province of Ontario as a whole increased by 12 per cent; the Maritime Provinces 14 per cent; Saskatchewan 15 per cent; Quebec 16 per cent, and Alberta 13 per cent.

Allowing for one more Saturday this year than last and also for normal seasonal movements, sales in November, 1940, were up by 2 per cent over October of this year and 12 per cent higher than November a year ago.

		ember, 1940 ember, 1939				ber, 1940 ber, 1939	
Region	Number of Stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	change
Maritime Provinces:	86	60	+114.1	Saskatchewan:	63	7 † 7 †	+13.0
Quebec: South	50	39	+1 5∘7	South	53	40	+18.8
North	71)1	32	₊16 ₀5	TOTAL	116	84	+15.1
TOTAL	94	71	+16°5	Alberta: North	57	43	+12.9
Ontario: East	45	36	+ 9.6	South	81	77	+20.7
North	35	25	+10-9	TOTAL	138	120	+17.7
West	54	74.7	+13.6	British Columbia:	53	35	+11.8
TOTAL	134	105	+11.6				
Manitoba:	56	51	÷26.6	CANADA:	677	523	+15.4

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INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CAN	ADA	Marit	Maritimes	oeqen	290	Ontario	io	Manitoba	eqo	Saskatchewan	hewan	Alberta	ta	British Columbia	ish mbia
4	A	ρì	A	В	A	В	A	щ	A	. щ	A	В	4	В	A	B STATESTICATES
Movember, 1936 November, 1937 November, 1938 November, 1938 November, 1939	102.0 111.2 104.2 102.6 118.4	108.3 101.9 100.0 111.5	106.5 111.1 97.4 103.4	106.1 107.2 94.4 99.8	100.9 112.9 105.4 104.8	102.5	99.5 103.3 97.8 110.9	105.2 105.8 100.6 101.8	98.3 119.2 110.0 103.6 131.2	97.9 115.1 106.6 100.0	105.3	95.7	103.5 117.0 110.3 106.3	98.3 107.8 102.0 97.9	105.5 105.5 105.5 104.5	105.2 101.2 96.8 104.5
1939 December	126.1	103.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118,9	102.9
1940 January Webruary Webruary Warch Arril Lay June Juny August Gebtember November % Change, January-November, 1940 January-November, 1939	4 6.5 4 4 6.5 4 6.5 4 6.5 4 6.5 4 6.5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	1100 00 00 00 00 00 00 00 00 00 00 00 00	7 33 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	106.9 107.9 107.9 103.6 108.5 110.1	88 83.2 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	1 . 1 . 1 . 1 . 1 . 1 . 1 . 1 . 1 . 1 .	86.3 83.77 90.77 1111.9 110.75 1110.9 1110.9	0.7-6 0.7-6 0.7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-	77.7 76.9 89.0 102.4 102.6 1122.6 113.2 131.2	110.3 110.4 1110.7 1116.8 116.8 106.7 106.7 107.4 107.4 1122.4	65.77 88.77 11111111111111111111111111111111111	1004.6 1000.1 1000.1 1000.1 1000.1 1000.1 1000.1 1000.1 1000.1	4 6.7 123.8 4 6.7 123.8 4 6.7 123.8	109.7 109.7 109.7 109.7 1008.9 100.3 100.3 100.3 100.3	84.8 83.11 105.73 116.9	01400000000000000000000000000000000000

Note: -- Indexes for October and November, 1940, are subject to revision.

DEPARTMENT OF TRADE AND COMMERCE
DOLLINION BUREAU OF SENTISTIC DEPT. OF POLITICAL SCIENCE
INTERNAL TRADE BRANCH

OTTAWA, ONTARIO

UNIVERSITY OF TORONTO

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A.C. Steedman, B.A.
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65-D-63

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1940

Country general store sales averaged 4 per cent higher in December this year than last according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over December a year ago were reported by all regions of the country except Saskatchewan and ranged from 1 per cent for southern Alberta to 11 per cent for Northern Quebec. Sales for the province of Quebec as a whole increased by 9 per cent; the Maritime Provinces and Manitoba 5 per cent; Ontario and British Columbia 4 per cent, and the province of Alberta as a whole 2 per cent. Sales for Saskatchewan decreased by 4 per cent.

Allowing for 4 Saturdays in December this year as compared with 5 last year and also for normal seasonal movements, sales in December were up by 4 per cent over November of this year and 7 per cent higher than December a year ago-

Annual sales for 1940 averaged 6 per cent higher than in 1939, increases of 8 per cent in the Maritime Provinces, Quebec and Ontario comparing with smaller gains of 6 per cent in Alberta, 3 per cent in Manitoba and British Columbia and 1 per cent in Saskatchewan.

1	mindmanks and no per alterial or	er, 1940 er, 1939	egytte vitt i vister eigen stär inticul illem frankjaren Laisepenatheka Yanen-Irost izi er aktoromitti Anathrogi	CHARLES (AN AGENTAL PROPERTY PROPERTY AND AGENT AN AGENT AGE	December December		
Region		Number reporting an increase		Region		Number reporting an increase	Per cent
Maritime Provinces:	79	48	+ 4.8	Saskatchewan:	63	26	- 5·5
Quebec:	52	31	+ 6.1	South	56	30	- 1.0
				TOTAL	119	56	- 3.8
North	46	31	+ 10.7	Alberta:			
TOTAL	98	62	+ 9.2	North	51	27	+ 3.7
Ontario: East	48	36	+ 7.2	South	80	42	+ 0.5
North	38	20		TOTAL	131	69	+ 1.7
				British			
West	51	26	+ 2.2	Columbia:	54	31	+ 4.0
TOTAL	137	82	+ 4.1	CANADA:	676	383	+ 3.8
Manitoba:	58	35	+ 5.4	OKIMILIA:	010	202	

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Note: -- Indexes for November and December, 1940 are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH
OTTAWA, CANADA

DEPT. OF POLITICAL SCIENCE UNIVERSITY OF TORONTO

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A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1941

Country general store sales averaged 2 per cent higher in January this year than last according to returns received from approximately 650 of these general merchandise stores located in the smaller towns and rural areas. Gains over January a year ago were reported by all regions of the country except the Maritime Provinces and the northern sections of Saskatchewan and ranged from 1 per cent for the southern portion of Quebec to 7 per cent for the eastern district of Ontario. Sales for the provinces of British Columbia, Ontario and Quebec increased by 4 per cent; Alberta, 5 per cent and Manitoba, 6 per cent. Sales for the Maritime Provinces decreased by 3 per cent while a decrease of 6 per cent in the northern district of Saskatchewan was partially offset by an increase of 3 per cent in the southern section of the province.

Allowing for differences in number of days and for normal seasonal movements, sales in January were up by 4 per cent over January a year ago and were down by 2 per cent from December, 1940. There was the same number of business days in January this year as last.

In order to conform with other series of index numbers issued by the Bureau the indexes of country general store sales have been recomputed using as base the average monthly sales during the five-year period, 1935 to 1939. Beginning with the present issue, indexes of country general store sales are given on the new base. The complete series since the beginning of 1936 will be given in a special bulletin soon to be published.

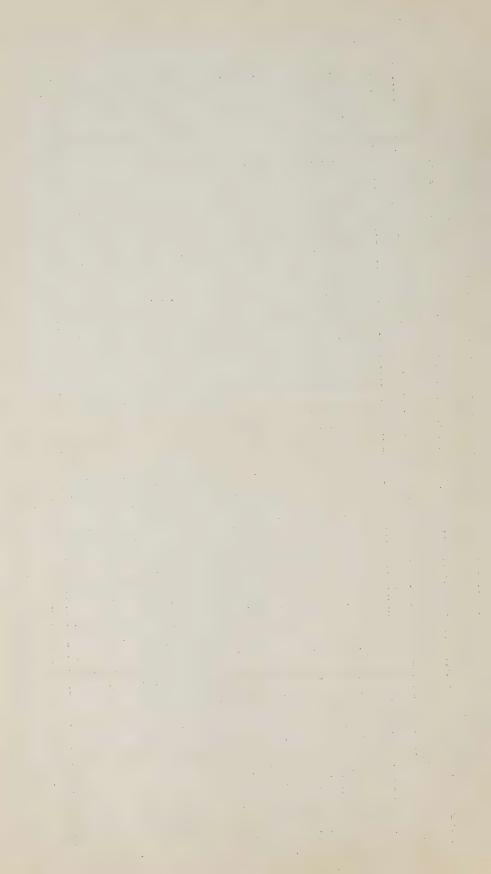
email in the control of the control	January January					January January	National Control of Co	Calculate Calancia	- American popular des
Region	Number of stores reporting	Number reporting an increase		cent	Region	Number of stores reporting	Number reporting an increase		cent ange
Maritime Provinces: Quebec: South		29		3.0	Saskatchewan: North	59 53	18 29	+	6.3
North	43 95	30 50		5.4	TOTAL Alberta: North	112 58	47	+	2·7 5·4
Ontario: East	4 9	28	+	7.2 3.7	South	76	45	+ + +	4.6
West	48	24	+	2.4	British Columbia:	52	28	+	3.9
TOTAL Manitoba:	135 54	72 37		6. 2	CANADA:	660	339	+	2.4

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

			- 2 -		
ish nbia	B	(a) 103.2 106.7 101.5 104.0	104.0 103.3 106.8 100.8 100.8 100.8 100.8 100.8 100.8	106.8	1
British. Columbia	A	(a) 82.9 83.4 79.0 86.8	83.5 81.8 81.8 93.6 102.3 111.1 115.1 107.6 101.1 101.1	86.8	+ 4.0
rta	В	95.3 100.5 104.9 98.4 107.0	107.0 106.7 106.7 106.7 111.2 107.0 108.1 101.7 106.5 110.4	111.1	. 1
Alberta	A	70.8 73.8 74.9 70.0 78.6 82.5	78.6 75.8 86.9 93.6 105.8 101.0 122.2 121.1 121.1 124.0 138.4	82.5	+ 5.0
chewan	В	93.9 100.4 100.4 98.8 106.4	106.8 106.8 100.8 103.5 99.3 101.5 101.6 90.0	102.2	. 1
Saskatchewan	Ą	63.2	70.7 86.9 80.4 91.3 98.6 97.5 91.8 113.6 1140.9 118.2	68.8	- 2.7
ado.	, M	94.6 103.5 110.7 100.6 107.9	107.9 108.2 108.3 114.3 104.6 102.1 96.3 96.3	113.2	. 1
Manîtobs	Ą	67.5 72.9 75.9 68.7 76.0	76.0 75.2 87.1 100.2 100.7 102.5 105.9 117.4 120.0 128.4	80.7	+ 6.2
io	В	93.4 102.3 103.7 98.9 106.3	106.3 103.3 102.2 102.2 102.2 106.0 106.0 106.2 106.2 110.5	109.6	, 1
Ontario	A	74.1 80.2 79.1 75.1 86.9	83.3 82.7 89.6 96.9 120.2 119.3 122.5 105.8 105.8	86.9	+ 4.3
U	В	(a) 101.1 109.9 102.1 112.9	112.9 106.2 105.1 105.4 111.3 106.5 1111.3 106.5 1110.2	116.1	. 1
oeqen _o	Ą	(a) 75.2 79.5 73.7 84.0	84.0 79.0 79.0 94.2 132.9 125.0 129.2 121.5 104.0 115.9	87.4	+ 0.4
imes	щ	(a) 103.7 107.0 96.2 106.6	106.6 111.0 108.0 103.7 103.7 103.5 99.8 106.7 106.9 108.0	102.1	. 1
Maritimes	Ą	(a) 899.5 89.5 92.0 89.2	92.0 92.2 93.5 93.5 93.5 1023.6 103.5 112.6 102.4 114.7	89.2	. 3.0
ıda	В	(a) 101.9 106.0 99.5 107.9	107.9 105.7 103.5 106.8 106.9 104.7 105.5 103.6 103.6	109.1	, 1
Canada	A	(a) 77.3 78.2 73.1 81.7	81.7 79.7 89.6 99.6 110.2 1110.2 1111.0 1111.0 1122.2 1116.1	83.7	+ 2.4
Year and Month		January, 1936 January, 1937 January, 1938 January, 1940 January, 1940	J940 January February March April May June July August September October November December	1041 January	% Change, 1941 . January, 1940

(a) Not available. Indexes for December, 1940 and January, 1941 are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS DEPT. OF POLITICAL SCIENCE UNIVERSITY OF TORONTO INTERNAL TRADE BRANCH OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1941

Country general store sales averaged 4 per cent higher in February this year than last according to returns received from 675 of these general merchandise stores located in the smaller towns and rural areas. Gains over February a year ago were reported by all regions of the country except the northern sections of Saskatchewan and Alberta and ranged from 1 per cent for the eastern portion of Ontario to 7 per cent for both the northern and southern districts of Quebec. Sales for the province of Alberta increased by 1 per cent; Ontario, 2 per cent; the Maritime Provinces and British Columbia, 3 per cent and Quebec 7 per cent. Sales for the province of Manitoba were unchanged while a decrease of 5 per cent in the northern district of Saskatchewan and slightly increased sales in the southern section resulted in a decline of 3 per cent in sales for the province as a whole.

Allowing for differences in number of days and for normal seasonal movements, sales in February were up by 8 per cent over February a year ago and increased by 5 per cent from January, 1941. There was one more business day in February last year than this.

Nacional Administration of the Control of the Control Nacional Administration of the Control of the Control Nacional Administration of the Control of the Control		y, 1941 y, 1940	regeringeringeringerin		makeringeneration and importantial and importantial and application of the second and applicatio	February February	, 1941		an de major agentaje nas omision nas lither nas nith
Region	Number of stores	Application to the part of the		cent ange	Region	Number of stores			cent ange
Maritime Provinces:	83	50	+	2.7	Saskatchewan:	63	24	-	4.7
Quebec:	- 73	22		7 7	South	54	30	+	0.3
South ****	51	33	+	7-1	TOTAL	117	54	-	2.9
North	46	30	+	7.2	Alberta:				
TOTAL	97	63	+	7.2	North	57	30	~~	0.6
Ontario:	46	26	+	1.0	South	78	42	+	2.5
North	36	19	+	2.7	TOTAL	135	72	+	1.3
West	52	28		2.1	British Columbia:	56	29	+	3.0
TOTAL	134	73		1.9					3.0
					CANADA:	675	369	+	4.4
Manitoba:	53	28	+	0.3	and the same of th			-	

INDEXES OF COUNTRY GENERAL STORE SKLES -- (AVerage for 1935-1939 # 100)

4. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

British Columbia	CC	(a) 101.6 106.5 102.1 103.3	106.68 103.2 103.2 103.3 100.3 100.8 101.8 102.7	106.8	. 1
Brit Colu		(a) 77.5 81.2 81.8 85.6	93.6 102.3 111.1 115.1 107.6 101.1 101.1 107.0	86.8 85.6	+ 4.3
hlberta	щ	94.7 102.1 104.8 96.0 107.5	106.7 97.9 112.3 111.2 107.0 108.1 101.7 106.5 110.4	111.1	
,11be	4	63.6 69.6 75.7 75.8 78.8	26.9 93.6 105.8 101.0 101.0 122.2 121.1 137.3	82.5	+ 4.1
hewan	щ	91.4 100.9 105.1 94.3 102.0	106.8 100.8 103.5 103.5 101.5 101.6	102.2	. 1
Saskatchewan	- 4	60000000000000000000000000000000000000	80. 91.3 98.3 97.5 97.5 1113.6 110.9 110.9	68.8	, i
Manitoba	Д	92.2 100.1 113.3 100.0 108.2	108.3 114.3 104.6 104.5 102.1 94.9 96.3 96.1	113.2	
Manj	- 4	65.9 67.1 75.9 77.2	87.1 100.2 100.7 102.5 105.9 117.4 120.0 116.3	80.7	4 4.4
Ontario	Д	92.5 106.3 104.1 103.3 110.5	102.4 102.4 105.0 105.6 105.5 106.2 108.6	109.6	. 1
Onta	- 4	76.2 82.0 30.4 73.4 82.7	89.6 96.9 120.2 110.4 119.3 105.8 105.8	86.9	+ 3.7
5 00	ф	(a) 104.5 109.2 101.6 106.2 124.5	105.1 105.4 1111.5 1111.5 106.5 110.2 122.3	116.1	. 1
Quebec	- 4	(a) 74.9 73.2 72.7 79.0 89.2	94.2 132.9 125.0 129.2 121.5 104.0 115.9	87.4	+ · 8 * 3
ritimes	В	(a) 102.6 109.0 95.9 111.0	108.0 103.7 102.1 103.5 99.8 106.9 106.9 1109.4	102.1	. 1
Mari	47	(a) 82.0 87.2 76.7 92.2	93.5 95.0 123.6 104.8 103.5 112.6 102.4 114.7 114.7	89.2	- 0.2
, D.f.	m	(a) 103.3 107.0 97.6 105.7	105.7 106.8 106.9 104.7 105.5 107.0 108.6	109.1	. 1
GANADA	V	(a) 75.0 77.7 70.8 79.7 83.2	89.6 116.5 110.2 111.2 113.4 112.2 116.1	83.7	+ 3.4
24 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	ופפד מעם שפערעו	Fobruary, 1936 Fobruary, 1937 Fobruary, 1938 Fobruary, 1940 February, 1940	Merch hery fril hey June July ugust Septomber October November Docember	John Johnsery	% Chenge, JenFeb., 1941 JenFeb., 1940

(c) Not available. Indexes for January and February, 1941 are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DEPT. OF POLITICAL SCIEN OTTAWA, CANADA

UNIVERSITY OF TORONTO

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ol. 5 - No. 3

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. Herbert Marshall,

A.C. Steedman, B.A.

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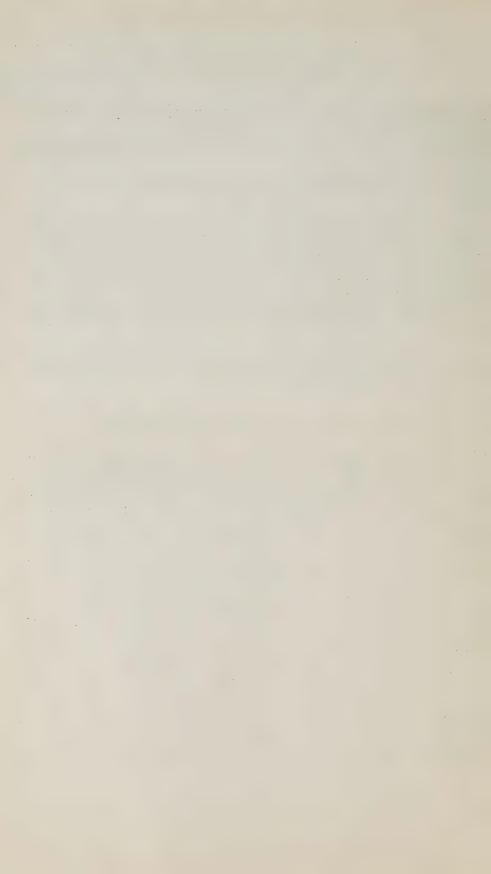
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March. 1941

Country general store sales averaged 6 per cent higher in March this ear than last according to returns received from approximately 675 of these general erchandise stores located in the smaller towns and rural areas. Gains over March a ear ago were reported by all regions of the country except the northern section of askatchewan and ranged from 1 per cent for the western portion of Ontario and the orthern district of Alberta to 17 per cent for the eastern section of Ontario. Sales or the Maritime Provinces, Alberta and British Columbia increased by 3 per cent; anitoba, 6 per cent; Ontario, 8 per cent and Quebec, 11 per cent. A decrease of 4 per cent in the northern section of Saskatchewan was partially offset by increased sales in he southern portion, resulting in a decline of 2 per cent in sales for the province as whole.

Allowing for differences in number of days and normal seasonal movements, ales in March were up by 6 per cent over March a year ago. There was the same number f business days in March this year as last.

		1, 1941 1, 1940	ogr vapoveparasis relativisticis i istoleri ori vil	ngsan merembabasah, indicadawah indi kabupat Akambara, kabupat Akambara, kabupat Akambara, kabupat Akambara, k	March, March,		
Region	Number of stores reporting		Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent
aritime Provinces:	83	49	+ 3.1	Saskatchewan:	63	33	- 4.2
uebec: South	4 8	35	+ 11.6	South	56 119	29 62	+ 1.3
North	43	32	+ 10.7	Alberta:			
TOTAL	91	67	+ 11.0	North	53 81	28	+ 1.6
East:	46	30	+ 16.5	TOTAL	134	71	+ 2.5
North	35 52	32	+ 6.8	British Columbia:	52	31	+ 3.3
TOTAL	133	84	+ 7.7	CANADA:	666	400	+ 5.5
anitoba:	54	36	+ 6.4	Ontribut.	Service Service Services	war connections	



INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 * 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA	DÅ	Waritimes	imes	Quebec	ec .	PYTE CHIPMENT IN	Ontarie	Mani	Wanitoba	Saskatchewan	hewan	Alberta	erta	British Columbia	sh
	A	В	A	æ	⋖	В	A	В	A	В	Ą	В	A	В	A	д
March, 1936 March, 1937 March, 1938 March, 1939 March, 1940 March, 1941	78.8 89.3 89.6 89.6 94.5	96.2 105.7 106.3 97.1 105.7	84.0 92.6 90.7 83.6 96.4	100.4 107.4 105.1 96.2 108.0	78.6 92.6 99.5 91.0 94.2	90.7 103.7 111.4 101.0 105.1	81.6 93.5 96.5	96.4 105.3 107.2 94.5 102.2	72.3 884.1 881.5 87.1	93.1 105.0 110.1 100.9 108.3	71.3 81.3 75.1 71.2 80.4	98.1 108.5 100.1 94.2 106.8	77.3 85.2 83.1 77.1 86.9	98.2 105.1 102.4 94.3 106.7	8 8 9 9 9 8 8 9 9 9 8 8 9 9 9 9 9 9 9 9	100.4 106.0 105.9 106.8
1940 April May June June July August September October November December	95.7 116.5 110.2 111.2 118.4 111.0 122.2 128.3	103.5 106.8 106.9 104.7 105.5 103.6 103.6 113.3	95.0 123.6 104.8 103.5 112.6 102.4 114.7 117.3	103.7 102.1 103.5 99.8 106.9 106.9 109.4	95.5 132.9 125.0 129.2 121.5 104.0 115.9	105.4 111.5 1111.5 106.5 110.2 122.3	96.9 120.2 110.4 119.3 122.5 105.8 110.6 123.2	102.4 103.7 106.0 105.6 110.5 106.2 106.2	100.2 100.7 102.5 105.9 117.4 120.0 116.3 128.4	114.3 104.6 104.3 102.1 94.9 96.3 96.1 119.7	91.3 98.6 97.5 91.8 113.6 130.2 140.9 119.4	100.8 103.5 103.5 99.3 101.5 100.0 97.9	93.6 105.8 104.8 101.0 122.2 121.1 137.3 124.0	97.9 112.3 111.2 107.0 108.1 101.7 110.7	102.3 111.1 115.1 115.1 107.6 101.1 107.0 102.7	104.8 103.6 1003.6 100.8 100.8 101.8
1. January February	83.2 83.2 94.5	109.4	89.2 94.6 96.4	102.1 118.3 111.8	88.1 89.2 104.6	126.9	86.7	109.4	81.3	114.1	68.6 65.7 78.6	101.9	82.7 78.2 89.1	111.4	87.3 85.6 96.7	107.4
% Change, JanMarch, 1941 JanMarch, 1940	+ 4.2	. 8	6.04	. 1	9.6+	. 1	+ 5.0	, 1	* . 4.	, 1	3.5	, 1	+ 3.6	. #	+ + .	. 1

Indexes for February and March, 1941 are subject to revision.

一个一个时间,我们的时候,我们的时候就是一个时间,我们就是我们的时候,我们的时候,我们们就是我们的时候,我们们的时候,我们是我们的时候,我们们的时候,我们们的时

Published by Authority of the HON. JAMES A. MacKINNON, M.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

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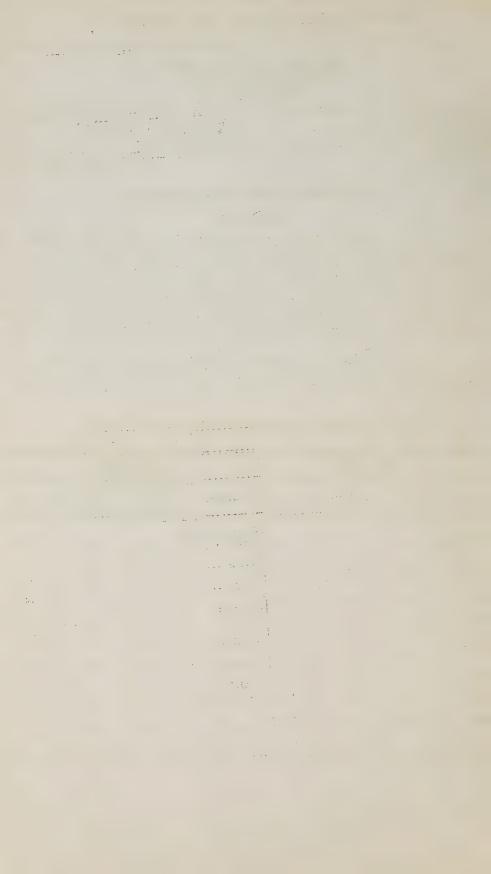
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1941

Country general store sales averaged 13 per cent higher in April this year than last according to returns received from approximately 675 of these general merchandise stores located in the smaller towns and rural areas. Gains over April a year ago were reported by all regions of the country except the northern section of Saskatchewan and ranged from 3 per cent for the province of British Columbia to 25 per cent for the eastern section of Ontario and the northern district of Quebec. Sales for the province of Manitoba increased by 9 per cent; the Maritime Provinces, 10 per cent; Ontario, 15 per cent; Alberta, 18 per cent and Quebec, 23 per cent. A decrease of 4 per cent in the northern section of Saskatchewan was offset by increased sales in the southern portion, resulting in an increase of 2 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in April were up by 5 per cent over March of this year and increased by 14 per cent over April a year ago. There was the same number of business days in April this year as last.

EMALWOOD RECOGNISHED TO THE THE	THE COMMENT OF STREET STREET	C. Carriera and Ca					
	Apri Apr	11, 1941 11, 1940			April,	SECULOR COMPANY OF THE PARTY OF	
Region	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	56	+ 9.6	Saskatchewan:	64	32	- 4.3
Quebec:	50	42	+ 20.3	South	52	35	+ 13.7
North	43	37	+ 24.9	TOTAL	116	67	+ 2.4
TOTAL	93	79	+ 23.4	Alberta:	56	39	+ 14.6
Ontario:	/3		, 25.,	South	84	69	+ 19.9
East	44	39	+ 25.0	TOTAL	140	108	+ 17.9
North	38	25	+ 9.2	British			
West	53	39	+ 10.7	Columbia:	58	38	+ 2.9
TOTAL	135	103	+ 15.1	CANADA DA	600	487	
Manitoba:	54	36.	+ 8-8	CANADA:	678	407	+ 13.3



INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 - 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

			~ 2 ~		
British Columbia	В	97.8 105.0 103.7 102.2 104.8	103.2 103.6 100.8 100.8 98.8 101.8 102.7 108.9	10.2	, 1
Bri	A	95.4 103.3 104.7 99.4 102.3	111.1 115.1 107.6 112.8 101.1 107.0 102.7	87.3 84.1 96.7 105.3	+ 3.4
Alberta	В	94.6 100.8 104.4 98.5 97.9	112.3 111.2 107.0 108.1 101.7 106.5 110.4	111.4	. 1
A3b	A	90.4 97.2 103.3 93.8 93.6 110.4	105.8 104.8 101.0 122.2 121.1 137.3 124.0 138.2	82.7 78.2 89.1 110.4	4.7.6
Saskatchewan	æ	95.2 103.1 103.4 94.0 100.8	103.5 103.5 99.3 101.5 100.0 97.9 101.6	101.9 102.6 104.9 103.5	. 1
Saska	<	86.3 94.2 97.0 84.8 91.3	98.6 97.5 91.8 113.6 130.2 140.9 119.4	668 668 78.6 93.5	1,2
Manitoba	В	90.7 99.0 112.4 104.3 114.3	104.6 104.3 102.1 94.9 96.3 96.1 119.7	114.1	. 1
Manj	A	79.5 87.4 102.0 91.1 100.2	100.7 102.5 105.9 117.4 120.0 116.3 128.4	81.3 76.6 92.7 109.0	+ 6.2
Ontario	Д	101.6 105.3 106.4 93.2 102.4 118.3	100.00 1005.0 1005.6 1005.3 1006.2	109.4 109.5 110.6 118.3	
Onte	4	96.1 100.4 104.2 87.8 96.9 111.5	120.2 110.4 119.3 122.5 105.8 110.6	86.7 84.6 96.5 111.5	9.1 4
990	Д	92.6 104.0 111.9 98.1 105.4 130.4	113.6 111.5 111.5 111.5 110.5 112.3	116.9 118.6 117.1 130.4	. 1
Quebec	A	84.0 95.0 104.9 88.6 95.5	132.9 125.0 129.2 121.5 104.0 115.9 132.2	88.1 84.9 104.6 117.8	+12.1
Maritimes	В	99.8 108.6 103.9 96.4 103.7	102.1 103.5 99.8 106.7 106.9 108.0	102.1 118.7 111.8 111.8	. 1
Mari	⋖	91.4 100.3 98.6 88.0 95.0 104.1	123.6 104.8 103.5 112.6 102.4 114.7 117.3	89.2 95.0 96.4 104.1	+ 3.2
1 DA	æ	96.4 106.8 97.0 103.5 117.6	106.8 106.9 104.7 105.5 103.6 107.0 108.6	109.4 111.7 111.7 111.7	. 1
CANADA	4	89.3 97.2 102.3 89.4 95.7 108.4	116.5 110.2 111.2 118.4 111.0 122.2 116.1	83.9 82.1 94.5 108.4	+ 6.4
Year and Month		April, 1936 April, 1937 April, 1938 April, 1939 April, 1940 April, 1941	May June July August September October November December	1941 January February March April	% Change, JanApril, 1941 JanApril, 1940

Indexes for March and April, 1941 are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, GANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R.H. Coats, LL.D.; F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

Vol. 5 - No. 5

Year's Subscription, \$1.00 Single Copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1941

Country general store sales averaged 9 per cent higher in May this year than last according to returns received from over 650 of these general merchandise stores located in the smaller towns and rural areas. Gains over May a year ago were reported by all regions of the country and ranged from 2 per cent for the southern section of Saskatchewan to 17 per cent for the northern part of Ontario. Sales for the province of British Columbia increased by 4 per cent; Saskatchewan, 5 per cent; Alberta, 6 per cent; the Maritime Provinces, 8 per cent; Ontario and Quebec, 11 per cent and Manitoba, 14 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in May were up by 5 per cent over May a year ago but declined by 4 per cent from April of this year. There was one more Saturday in May this year than last.

	May. May.				May, 19	741 740	entralitation microscopy appropria
Region	Number of stores reporting	Number reporting an increase		Region	Number of stores reporting		Per cent
Maritime Provinces: Quebec:	82	58	+ 7.8	Saskatchewan: North	54	46	+ 6.2
North	4 9 43	35 33	+ 8.4	TOTAL	108	74	+ 4.5
TOTAL Ontario: East	92 43	68 32	+ 11.2	North	56 84	40 52	+ 8.8
North	36 <i>5</i> 3	24 4 2	+ 16.8 - + 8.4	British Columbia:	140 56	92 34	+ 5.7
TOTAL	132 53	98 43	+ 10.5	GANADA:	663	467	+ 8.8

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 * 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

British	В	96.0 103.8 101.2 101.2	100.00 00 00 00 00 00 00 00 00 00 00 00 0	107.4 110.2 113.2 108.3	. 8
Bri	A	102.9	101.1	84.1 98.5 105.0 105.0 115.5	4 + 0
Alberta	В	103.3 104.0 103.3 98.6 112.3	111, 2 100, 1 101, 7 106, 7 110, 8	111.4	
Alb	4	96.9 97.1 93.6 92.1 105.8	101.01 122.2 1221.1 137.3 138.0	82.7 78.2 89.1 110.4	+ 7.2
Saskatchewan	В	104.1 107.9 100.4 92.9 103.5	103.5 103.5 100.0 101.6 101.6	101.9 102.6 104.9 103.5	
Saska	A	98.8 101.9 92.0 87.8 98.6	97.5 113.6 130.2 140.9	109 co 668 0 5 co 66 co	+ 0.1
Manitoba	eq.	96.7 103.5 108.9 101.3 104.6	104.3 102.1 94.9 96.3 96.1 119.7	114.1 114.3 115.4 124.9	. \$
Mani	4	92.7 98.9 100.9 96.7 100.7	102°5 117°4 120°0 116°3 128°4 137.4	81.3 76.6 92.4 109.0	+ 8.0
Ontario	В	96.4 105.4 102.5 98.7 103.7	106.0 105.6 105.7 108.6 108.6	109.4 109.5 111.2 118.3	. 1
Ont	A	121.2 121.2 114.3 113.5 132.8	110.4 1119.3 122.5 105.8 105.6 123.2	86.7 84.6 97.0 111.5	+ 8.4
pec	В	89.7 103.6 110.4 105.3 113.6	111.5 111.3 106.5 118.6 110.2	116.9 118.6 115.9 130.4	. 1
Quebec	A	104.5 120.2 124.3 122.2 132.9	125.0 129.2 121.5 104.0 132.2	88.1 84.9 104.4 117.8	+11.8
itimes	В	91.1 106.2 106.2 102.1 102.1	103.5 99.8 106.7 106.9 108.0 109.4	102.1 118.7 113.7 114.0	
Mari	A	109.9 123.8 117.5 123.6 133.2	104.8 103.5 112.6 102.4 114.7 117.3 130.3	89.2 95.0 98.1 104.1	+ 4.7
A DA	В	96.1 104.5 105.6 106.8 112.6	106.9 105.7 105.5 103.6 108.6 113.3	109.4 111.7 112.2 117.6	1
CANADA	A	104.0 113.1 111.0 108.0 116.5	110.2 111.2 1118.4 111.0 122.2 116.3 128.3	83.9 32.1 95.0 108.4 126.7	+ 7.1
Year	Month	May, 1936 May, 1937 May, 1938 May, 1938 May, 1940 May, 1940	J940 July August September October November	1941 January February March April	% Change, Jan. Liay, 1941 Jan. Liay, 1940

Indexes for April and May are subject to revision.



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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

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R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

Vol. 5 - No. 6

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1941

Country general store sales averaged 5 per cent higher in June of this year than last according to returns received from 680 of these general merchandise stores located in the smaller towns and rural areas. While the western part of Ontario showed no change from June a year ago, all other regions of the country reported gains ranging from 1 per cent for British Columbia and the northern district of Alberta to 9 per cent for the Eastern section of Ontario. Sales for Alberta, Ontario and the Maritime Provinces increased by 4 per cent; Saskatchewan, 5 per cent and Manitoba and Quebec, 8 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in June were up by 8 per cent over June a year ago and increased by 3 per cent over May of this year. There was the same number of business days in June this year as last but only four Saturdays as compared with five in June of last year.

		, 1941 , 1940		vi organizacione a Anna	June.		
Region	Number of stores reporting		Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent
Maritime Provinces:	80	42	+ 3.8	Saskatchewan:	65	38	+ 4.7
Quebec:	50	30	+ 6.3	South	54	33	+ 6.7
North	43	30	+ 8.3	TOTAL	119	71	+ 5.4
TOTAL	93	60	+ 7.7	Alberta: North	55	34	+ 0.8
Ontario:				South	84	54	+ 6.5
East	47	33	+ 8.7	TOTAL	139	88	+ 4.3
North	38 55	22	+ 4.9	British Columbia:	54	32	+ 0.8
TOTAL	140	82	+ 4.1	GOTUMBIA:	24	24	
Manitoba:	55	35	+ 8.2	CANADA:	680	410	+ 5.2

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

В	Maritimes A B	mes B	Quebec	B	Ontario	io	Manitoba	oba. B	Saskatchewan A B	newan B	Alberta	rta B	Columbia	bia B
101.7 109.9 104.1 106.8 108.8	MARIN THE STATE OF STREET SECTION SECT	108.57.75	106.5 122.3 125.8 114.5 134.6	94.6 109.1 111.8 100.9 111.5	103.8 110.8 109.3 103.5 110.4	99.2 106.4 104.5 98.2 106.0	94.4 100.9 110.9 99.0 102.5 110.9	95.8	92.1 96.8 101.4 86.0 97.5	97.4 102.7 107.2 90.2 103.5	93.9 96.9 100.7 93.8 104.8	99°3 106.4 98°3 111°2	102.7 117.1 117.1 115.0	92.7 105.8 102.1 103.6 107.3
104.8 103.5 112.6 102.4 114.7 117.3	8 N 0 4 F- W W	103.5 99.8 106.7 106.9 109.4	125.0 129.2 121.5 104.0 115.9	111.5 111.3 106.5 107.5 118.6 110.2	110.4 119.3 122.5 105.8 110.6 123.2	106.0 105.6 110.5 105.3 106.2 108.6	102.5 105.9 117.4 120.0 116.3 128.4 137.4	104.3 102.1 94.9 96.3 96.1 119.7	97.5 91.8 113.6 130.2 140.9	103.5 99.3 101.5 100.0 97.9 101.6	104.8 101.0 122.2 121.1 137.3 124.0 138.2	111.2 107.0 108.1 101.7 106.5 110.4	115.1 107.6 112.8 101.1 107.0 102.7	103.6 100.8 100.8 98.8 102.8 102.4 103.4
89.2 95.0 98.1 103.6 108.8	0.0.7.0.0.8	102.1 118.7 113.7 114.0 106.8	88.1 84.9 104.4 117.9 147.8	116.9 118.6 116.9 130.4 122.7	86.7 84.6 97.0 111.2 132.8 114.9	109.4 109.5 111.2 118.3 111.3	81.3 76.6 92.4 108.4 115.2	114.1 114.3 115.4 124.9 116.2	68.6 66.8 78.6 93.7 103.0	101.9 102.6 104.9 103.5 105.0	82.7 78.2 89.1 110.0 111.8 109.3	111.4	98.8 105.2 115.5	107.4 113.2 108.3 104.1 107.3
+ 4	20	. 1	+11.0	. 1	+ 7.6	. 1	+ 8.0	. 1	+ 1.2	ŧ	+ 6.5	1	+ 3.3	1

Indexes for May and June are subject to revision.

DEPT. OF POLITICAL SCIENCE UNIVERSITY OF TORONTO

Published by Authority of the HON. JAMES A. MacKINNON, N.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BURZAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.G. Steedman, B.A.

Vol. 5 - No. 7

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1941

Country general store sales averaged 13 per cent higher in July of this year than last, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 8 per cent for British Columbia to 20 per cent for the southern part of Quebec. Sales for Ontario increased by 10 per cent; Saskatchewan, 12 per cent; Alberta, 13 per cent; Quebec, 15 per cent; the Maritime Provinces, 16 per cent and Manitoba, 17 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in July were up by 13 per cent over July a year ago and increased by 3 per cent over June of this year. There was the same number of business days in July this year as last.

		1941 1940			July, July, July, J		
Region	Number of stores reporting	Number reporting an increase	Per cont	Region	Number of stores reporting	Number reporting an increase	Per cent
Maritime Provinces:	84	60	+ 16*9	Saskatchewan:	63	46	+ 9.0
Quebec: South	49	42	+ 2002	South	54 117	41 87	+ 17.9
North ····	45	32	+ 12.9	Alberta:			·
TOTAL	94	74	+ 15.2	North	56 87	48 67	+ 14.6
East	47	34	+ 11.2	TOTAL	143	115	+ 13.3
North	38 54	27 39	+ 8.9 - + 9.8	British Columbia:	59	39	+ 8.4
TOTAL	139	100	+ 10.0				
Manitoba:	54	45	+ 16+9	CANADA:	690	520	+ 13.2

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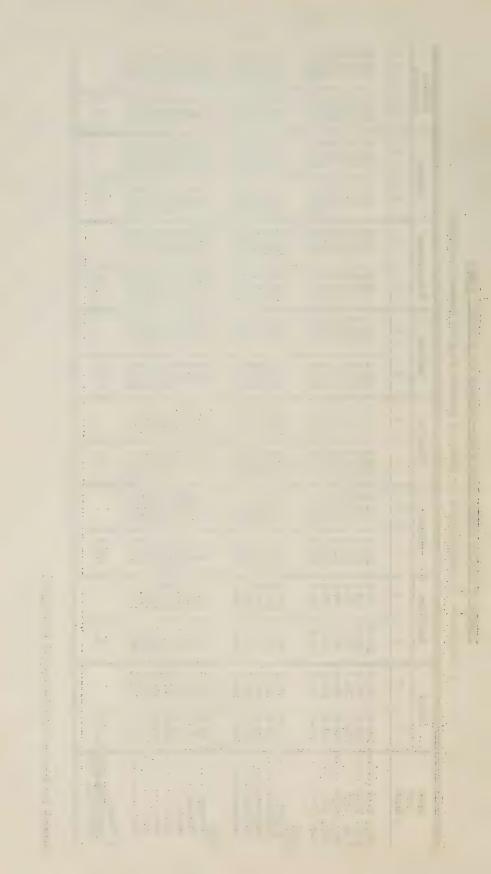
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INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

			ce 2 rec		
ish	В	95.8 106.9 103.2 99.9 100.8	100.8 98.6 101.3 102.7	107.4 110.2 113.2 108.2 105.4 107.3	ı
British Columbia	भ	103.1 118.6 110.6 106.7 107.6	101.1	84.1 98.8 105.2 116.8 116.6	+ + ·
rta	В	99.8 100.1 102.7 95.2 107.0	108,1 102,7 106,5 110,4	111.4 115.2 1169.9 115.5 1119.2	1
Alberta	্ৰ	95.0 98.2 97.4 93.7 101.0	122,2 121,1 124,0 138,0	32.7 73.2 89.1 110.0 111.6 109.3	+ 7.5
chewan	æ	96.1 100.2 105.4 96.2 99.3	101.5 100.0 97.9 101.6 104.2	101.9 102.6 104.9 103.7 104.8 112.1	1
Saskatchewan	7	89.5 97.8 88.9 91.8	113.6 130.2 140.9 11.9.4	68.6 66.8 73.6 93.7 102.8	+ 2.9
toba	ф	97.6 104.3 108.4 102.6 102.1	946.9	114.3 115.4 115.4 124.2 117.1 116.1	ı
Manitoba	4	102.1 112.3 112.9 106.4 105.9	117.4 120.0 116.3 128.4 137.4	81.3 76.6 92.4 108.4 116.1 110.9	+ 9.1
Ontario	æ	95.1 104.7 105.6 105.6	110.5 105.3 108.6 110.0	109.5 110.5 111.2 118.0 111.1	1
Onte	4	108.3 125.5 118.6 109.2 139.3	1222 105.85 123.2 123.2	\$6.7 84.6 97.0 111.2 132.6 114.9	4 7.9
oec	щ	91.8 106.9 104.0 111.3 128.2	106.5 118.6 122.2	116.9 118.6 116.9 130.5 123.0	, å
Onebec	Ą	107.3 129.8 124.5 120.6 129.2	121.5	\$8.1 84.9 104.4 117.9 148.2 134.6	+11.8
Maritimes	æ	97.9 111.2 99.3 94.4 99.8	106.7 106.9 108.0 109.4	102.1 118.7 113.7 106.9 110.5	. 1
Mari	4	102.4 119.7 103.4 97.8 103.5 121.0	102.4	89.2 95.0 98.1 103.6 133.4 128.8	+ 6-3
YDY	B	95.7 105.7 104.4 99.0 104.7	105.5 103.6 107.0 108.6	109.4 1111.7 1112.2 1117.8 1115.6	. 1
CANADA	A	102.0 116.6 111.1 104.9 111.2	118.4 111.0 122.2 116.1 128.3	83.9 82.1 95.0 103.2 126.9 115.9	+ 7.8
Year	Month	July, 1936 July, 1937 July, 1938 July, 1939 July, 1940	1940 August September October November	J941 January February March Lpril May June	% Change, JanJuly, 1941 JanJuly, 1940

Indexes for June and July are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DOMINION BURBAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA DEPT. OF POLITICAL SCIENCE OTTAWA, CANADA UNIVERSITY OF TORONTO

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.G. Steedman, B.A.

Vol. 5 - No. 8

Year's Subscription \$1.00 Single copies .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1941

Country general store sales averaged 11 per cent higher in August of this year than last according to returns received from 660 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the southern section of Saskatchewan to 19 per cent for both the northern and southern parts of Quebec. Sales in British Columbia increased by 6 per cent; Ontario and Alberta, 7 per cent; Saskatchewan, 8 per cent; the Maritime Provinces, 12 per cent; Manitoba, 16 per cent and Quebec, 19 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in August were up by 15 per cent over August a year ago and increased by 2 per cent over July of this year. There was one business day more in August last year than this.

·		et, 1941 st, 1940			August August		
Region	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent
Maritime Provinces:	82	. 57	+ 12.2	Saskatchewan:	64	49	+ 11.4
Quebec: South	44	37	+ 18.9	South	54	22	+ 1.7
North	41	37	+ 19.0	TOTAL	118	71	+ 7.8
TOTAL	85	74	+ 19.0	Alberta: North	55	42	+ 8.3
Ontario: East	47	29	+ 8.2	South	79	57	+ 6.7
North	35	19	+ 6.6	TOTAL	134	99	+ 7.3
West	52	35	+ 7.2	British Columbia:	52	31	+ 5.5
TOTAL	134	83	+ 7.4	CANADA:	660	461	+ 11.3
Manitoba:	55	46	+ 16.4				,

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INDEXES OF COUNTRY CENERAL STORE SALES - (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

			- 2		
sh	В	100.8 108.7 103.4 101.2 100.8	98.8 101.8 102.7 108.9	107.4 110.2 1113.2 108.2 105.4 109.2	1
British Columbia	A	108.6 1113.6 111.5 109.1 112.8	101.1 107.0 102.7 121.9	87.3 84.1 98.8 105.2 116.8 116.9 116.6	+ 4.0
rta	В	98.1. 103.7 102.5 103.1 120.0	101.7	111.4 115.2 1105.2 115.5 1115.1 121.1 120.0	ı
Alberta	A	106.8 109.5 111.5 112.2 122.2	121.1 137.3 124.0 138.2	82.7 78.2 89.1 110.0 111.6 110.6 114.4	+ 7 - 4
Saskatchewan	В	106.5 94.7 100.5 101.5 113.6	100.0	101.9 102.6 104.9 103.7 104.8 1112.0	F
Saskat	A	114.8 99.0 108.3 109.0 113.6	130.2 140.9 119.4 118.6	68.6 66.8 78.6 73.7 102.8 103.1 122.5	+ 3.6
වය	Д	102.5 105.3 102.1 95.9 94.9	96.3	114.1 114.3 115.4 124.2 117.1 116.9 119.4	t
Manitoba	A	122.1 121.6 121.6 114.2 117.4	120.0 116.3 128.4 137.4	81.3 76.6 92.4 108.4 116.1 111.7 123.8 136.7	+10.7
io	щ	101.2 108.7 101.2 98.2 110.5	105.3 106.2 108.6 110.0	109.4 109.5 111.2 118.0 111.1 113.1 116.2 122.8	1
Ontario	κď	108.1 112.5 108.0 104.8 122.5 131.6	105.8 110.6 109.7 123.2	86.7 84.6 97.0 111.2 132.6 114.7 131.2	+ 7.8
Quebec	В	94.2 111.1 103.0 98.3 106.5	107.5	116.9 118.6 116.9 130.5 123.0 123.2 128.2 131.1	ı
enô	44	103.5 118.4 113.1 108.0 121.5	104.0 124.7 115.9 132.2	88.1 84.9 104.4 117.9 143.2 134.4 148.8	+12.8
imes	В	101.9 108.8 100.8 100.7 106.7	106.9	102.1 118.7 113.7 113.5 106.9 106.9	. 1
Maritimes	Ą	103.6 107.3 102.5 102.4 112.6 126.3	102.4 114.7 117.3 130.3	89.2 95.0 98.1 103.6 133.4 108.2 121.0	+ 7.0
ADA	В	100.2 106.3 101.8 99.7 105.5	103.6 107.0 108.6 113.3	109.4 111.7 112.2 117.5 1112.8 1115.3 1118.6	, t
CANADA	A	108.3 111.5 110.1 107.7 118.4	111.0 122.2 116.1 128.3	83.9 82.1 95.0 108.2 126.9 115.8 125.9	+ 8
Year	and	August, 1936 August, 1937 August, 1938 August, 1939 August, 1940 August, 1941	September October	J941 January February March April May June July	% Change, Jan - Aug., 1941 Jan - Aug., 1940

Indexes for July and .. ugust are subject to revision.

DEPT. OF POLITICAL SCIENC

DEPARTMENT OF TRADE AND COLLERGE UNIVERSITY OF TORONTO
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, GANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

Vol. 5 - No. 9

Year's Subscription, \$1.00 Single copies, .10

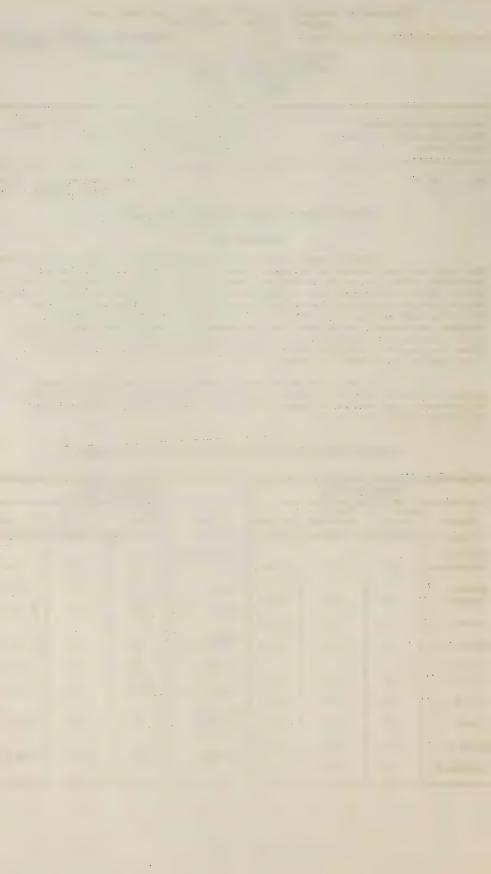
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1941

Country general store sales averaged 12 per cent higher in September this year than last, according to returns received from over 670 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern part of Saskatchevan reported gains ranging from 3 per cent for the northern section of Alberta to 25 per cent for the southern area of Quebec. Sales in Alberta increased by 6 per cent; Manitoba, 10 per cent; the Maritime Provinces and Ontario, 14 per cent; British Columbia, 17 per cent and Quebec, 21 per cent. A decrease of 11 per cent for the southern part of Saskatchewan was partially offset by a gain of 5 per cent for the northern section and resulted in a decline of 1 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in September were up by 9 per cent over September a year ago but decreased 7 per cent below August of this year. There was one business day more in September this year than last.

		oer, 1941 oer, 1940			September September	TOURS CHARLES THE PROPERTY OF THE PERSON NAMED IN COLUMN TO SERVICE TH	
Region	Number of stores	Number	Per cent	Region	Number of stores	Number	Per cent
Maritime Provinces:	82	57	+ 14.1	Saskatchewan:	65	37	+ 5.4
Queboc:	48	42	+ 25.0	South	53	12	- 11.2
North	45	39	+ 19.4	TOTAL	118	49	- 0.7
TOTAL	93	81	+ 2102	Alberta: North	55	32	+ 2.8
Ontario: East	45	43	+ 19.0	South	85	60	+ 8.6
North	34	26	+ 10-7	TOTAL	140	92	+ 6.4
West ····	55	44	+ 11.9	British Columbia:	55.	47	+ 16.8
TOTAL	134	113	+ 14.0	CANADA:	676	476	+ 11.9
Manitoba:	54	37	+ 9.5	ONIMBA:	0/0	4/0	71.7

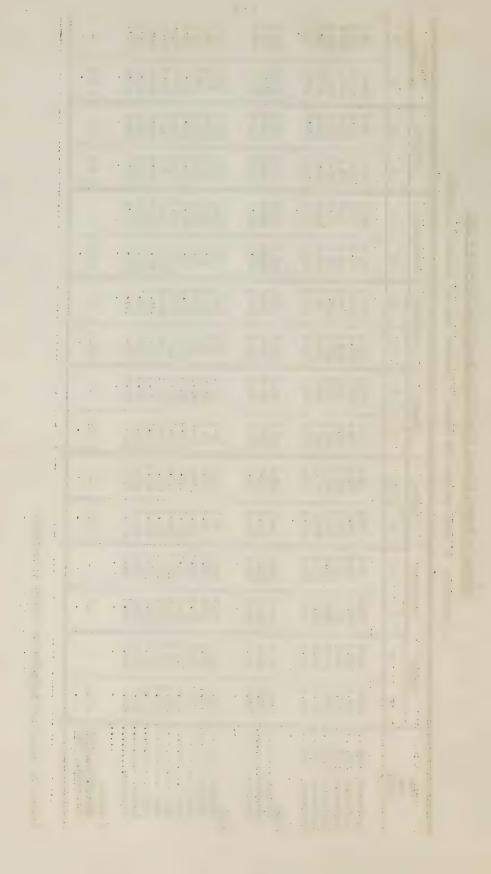


INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

ish	д	99.1 109.3 102.8 102.5 98.8	101.8 102.7 108.9	107.4 110.2 113.2 108.2 105.4 109.3 109.3	8
British Columbia	Ą	104.3 115.6 109.6 112.3 101.1	107.0	87.3 84.1 98.8 105.2 116.8 116.9 116.7	+ 5.9
Alberta	ш	97.9 103.3 103.0 111.0 101.7	106.5	111.4 115.2 109.9 115.5 115.1 118.5 121.1 120.0	•
qty	Ą	119.9 127.1 127.7 141.5 121.1	137.3 124.0 138.2	82.7 78.2 89.1 110.0 111.6 108.7 114.4 131.1	+ 7.3
chewan	В	112.7 91.4 97.6 121.1 100.0	97.9 101.6 104.2	101.9 102.6 104.9 103.7 104.8 112.0 111.6 113.6	,
Saskatchewan	A	151.0 123.0 132.5 168.9 130.2	140.9	68.6 66.8 78.6 93.7 102.8 102.7 122.5	+ 3.0
liani toba	æ	102.5 110.7 99.3 111.3 96.3	96.1	114.1 114.3 115.4 124.2 117.1 116.9 118.9	. •
lian	Ą	131.5 142.7 128.9 148.6 120.0	116.3 128.4 137.4	81.3 76.6 92.4 108.4 116.1 111.7 123.3 136.7	+10.5
Ontario	В	100.3 108.2 99.4 104.8 105.3	106.2	109,4 109,5 111,2 118,0 111,1 113,1 116,5 116,1	. 3
Onte	Ą	103.6 112.4 104.0 112.7 105.8	110.6	86.7 84.6 97.0 111.2 132.6 114.7 131.5 120.6	+ 8.6
Quebec	В	99.4 110.5 101.2 107.6 107.5	118.6	116.9 118.6 116.9 130.5 123.0 123.2 128.4 128.4 128.1	. 1
One	A	98.9 110.5 101.9 111.5 104.0	124.7 115.9 132.2	88.1 84.9 104.4 117.9 148.2 134.4 149.0	+13•7
Maritimes	В	99.8 109.9 98.9 105.2 106.9	108.0	102.1 113.7 113.7 113.5 106.9 109.9 115.8	, 1
Mari	A	98.4 108.8 98.7 108.0 102.4 116.8	114.7	89.2 95.0 98.1 103.6 133.4 108.2 120.1 126.3	+ 7.7
CANADA	Д	101.7 106.1 100.2 109.0 103.6	107.0	109.4 1112.2 1117.5 1118.6 1118.6	. 1
CAI	A	112.9 117.2 112.1 126.1 111.0	122.2	83.9 82.1 95.0 108.2 1126.9 1115.8 125.9	+ 8.7
Year	Month	September, 1936 September, 1937 September, 1938 September, 1939 September, 1940 September, 1941	October November	1941 January February March April May June July August September	% Change, JanSept., 1941 JanSept., 1940

Indexes for August and September are subject to revision.



UNIVERSALI C. ARONTO

Published by Authority of the HON. JAHES A. MacKINNON, M.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch

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RoHo Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Vo. 5 - No. 10

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1941

Country general store sales averaged 8 per cent higher in October this year than last according to returns received from 670 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern section of Saskatchewan and the northern part of Alberta reported gains ranging from 9 per cent for the Maritime Provinces and Ontario to 18 per cent for the northern section of Quebec. Sales in Manitoba increased by 14 per cent and British Columbia 15 per cent. A decline of 12 per cent in the southern section of Saskatchewan was pertially offset by an increase of 4 per cent for the northern part resulting in a decline of 2 per cent for the province as a whole. A decrease of 9 per cent in the northern part decline of 3 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in October were up by 8 per cent over October a year ago and increased by 2 per cent over September of this year. There was the same number of business days in October this year as last.

	October.			October, 1941				
October, 1940				October, 1940				
	Number of	Number			Number of	Numbor		
Region	stores	reporting	Per cent	Region	stores	reporting	Per cont	
	raporting	an increase	changa	A CONTRACTOR OF THE PROPERTY O	reporting	en increase	chango	
Maritime				Saskatchewan:				
Provinces:	. 83	59	+ 8.5	North		36	+ 4.2	
TLOATUGGS	. 03	27	T 000	MOT OU	59	20	T 4.2	
0 . 2				South	۳3	14	30.0	
Quobec:	40	40	174 7	Bouth	51	14	-12.3	
South	49	40	+14-1	TO THE 7	720	~~	7.0	
** /*				TOTAL	110	50	- 1.9	
North ,	45	39	+17.7					
				Alberta:			0 0	
TOTAL	94	79	+16.5	North	56	24	- 8.9	
					0.0			
Ontario:				South	82	45	+ 0.9	
East	- 49	43	+10.5				- 0	
				TOTAL	138	69	- 2.8	
North	36	21	+ 8.9					
				British				
West	53	41	+ 8.8	Columbia:	55	<i>\$</i> 3	+14.6	
TOTAL	138	105	+ 9.4	1		-		
				CANADA:	670	447	+ 8.1	
Manitoba:	52	42	+14-3					
Commence of the Commence of th	FOR THE RESIDENCE OF THE PARTY	THE RESIDENCE THE PROPERTY OF THE PARTY OF T	desprise approximate the second	Ужения при на поставления примерования наставляют	garden hajorren reje rejer sam en		CONTRACT SHIP CONTRACT	

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1	!				1
sh	В	97.2 109.5 106.0 102.5 101.8	102.7	100.2 113.2 108.2 108.2 108.1 109.3 111.6	1
British Columbia	A	106.2	102.7	87.3 87.3 105.2 116.9 116.9 116.7 201.8 118.1	+ 7.0
ta	В	97.1 100.5 106.6 106.3 106.5	110.4	1111 1005 1111 1005 1111 1005 1005 1005	1
Alberta	A	130.1 130.1 137.5 137.5 137.3	124.0	82.7 78.2 89.1 110.0 111.6 108.7 114.4 130.0	+ ,
hewan	В	107.0 100.3 95.1 115.8 97.9	101.6	101.9 102.6 104.9 1.3.7 104.8 112.0 111.6 112.8 96.1	1
Saskatchewan	4	159.9 144.8 136.8 161.4 140.9	119.4	68.6 66.8 66.8 102.8 102.1 102.1 122.1 138.2	+ 5-2
Manitoba	В	104.2 113.0 95.2 103.8 96.1	119.7	1115.4 1116.9 1116.9 1108.9 108.9	. 1
Mani	Ą	131.0 137.3 115.2 121.7 116.3	128.4 137.4	81.3 76.6 92.4 108.4 116.1 111.7 123.3 137.1 137.4	+11.0
rio	щ	100-1 1111-1 95-8 102-9 106-2	108.6	109% 4 111.2 111.1 111.1 116.5 1122.6 115.2 115.2	
Ontario	-4	108.3 116.2 99.8 103.8 110.6 121.0	109.7	26.7 97.0 97.0 131.2 132.6 131.4 131.4 121.0	+ 8.6
၁ခင	В	94.6 113.3 104.9 112.1 118.6 137.1	110.2	116.9 118.6.9 116.9 123.0.5 123.0.0 123.0.0 130.7 130.7	. 1
Onepec	Ą	103.4 119.6 110.3 114.2 124.7	115.9	88.1 84.9 104.4 117.9 148.2 134.4 149.0 146.2 126.0	+14.0
imes	В	102.1 110.9 96.1 97.8 108.0	109.4 13.00.6	102.1 113.7 113.7 113.5 106.9 109.9 115.8 123.5 118.0	ı
Mariti	A	112.6 118.2 102.0 100.6 114.7	117.3	89°2 95°0 98.1 103.6 133.4 108.2 120.1 116.8	+ 7.8
CANADA	щ	100.5 108.7 99.9 106.7 107.0	108.6	109.4 111.7 112.2 117.5 112.8 115.3 118.6 121.3	. 1
CAN	Ą	119.6 124.6 114.6 119.2 122.2 132.1	116.1	83.9 883.9 1085.0 126.9 115.8 125.9 131.6	+ 8.6
Year	Month	October, 1936 October, 1937 October, 1938 October, 1939 October, 1940	1940 Vovember	anuary anuary I abruary March May June July August September	% Ghange, JanOct.,1941 JanOct.,1940

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTATA, GANADA

ominion Statistician: hief, Internal Trade Branch: tatistician: H. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A. C. Steedman, B.A.

01. 5 - No. 11

Year's Subscription, 1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

NOVELBER, 1941

Country general store sales averaged 5 per cent higher in November this year than last according to returns received from over 670 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern part of Saskatchewan reported gains ranging from 2 per cent for the southern section of Alberta to 13 per cent for the eastern part of Ontario. Sales in Alberta increased by 1 per cent; the Maritime Provinces by 4 per cent; Quebec, Ontario and Manitoba by 7 per cent and British Columbia by 11 per cent. A decline of 8 per cent for the southern part of Saskatchewan was offset by an increase in the northern section resulting in an increase of 2 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements sales in November were up by 9 per cent over November a year age and increased by 2 per cent over October of this year. There was one business day more in November last year than this.

	November November			er. 1941 er. 1940			
Region	Number of stores reporting	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting an increase	Per cent
Maritime Provinces:	86	59		Saskatchewan: North	61	.34	+ 6.0
Quebec:				South	52	19	- 7-7
South	4.7	35	+ 6.5	TOTAL	113	53	+ 0.9
North	44	32	+ 7.0	ilberta:			
TOTAL	91	67	+ 6.8	North	58	32	- 0.1
Ontario:				South	80	37	+ 1.9
East	46	40	+13•2	TOTAL	138	69	+ 1.1
North	37	21	+ 2.9	British		·	
West	52	30		Columbia:	55	37	+10.7
TOTAL	135	91	+ 6.5	CANADA:	672	408	+ 5.0
Manitoba:	54	32	+ 7.1				

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INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

% Change, JanNov., 1941 JanNov., 1940	January Rebruary April April Tay .	1940 December	November, 1936 November, 1937 November, 1938 November, 1939 Kovember, 1940 November, 1941	and Month	Year
8 3		128.3	100.2	P	CAI
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1		122.3	97.3 104.9 96.9 97.9 110.2	В	Quebec
00 57	######################################	123.2	102.1 96.6 1109.7	A	0n
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+10.5	11000, 4 11000, 4 110	137-4	96.2 116.6 107.6 101.4 128.4 137.5	A	Man
. 1	114.3 114.3 115.4 124.2 117.3 1113.9 1114.7 100.9 108.9	116.6	95.9 112.6 104.3 97.9 119.7 133.3	В	Manitoba
+ 2.1	115 12 10 10 10 10 10 10 10 10 10 10 10 10 10	118-6	107.1 116.7 114.0 104.5 119.4 120.5		Saska
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DEPT. OF POLITICAL SCIENCE

UNIVERSITY OF TORONTO
Published by Authority of the HON. JAMES A. MacKINNON, M.P.
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Acting Dominion Statistician: Chief, Internal Trade Branch: Statistician:

S. A. Gudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

Vol. 5 - No. 12

Year's Subscription, pl.00 - Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

DECEMBER, 1941

Country general store sales averaged 14 per cent higher in December this year than last according to returns received from over 660 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern section of Saskatchewan reported gains ranging from 11 per cent for British Columbia to 22 per cent for the northern part of Quebec. Sales in the Maritime Provinces increased by 13 per cent; Ontario, 14 per cent; Manitoba, 15 per cent; Alberta, 16, and Quebec cent. The slight decline in the southern section of Saskatchewan was offset by an increase in the northern part resulting in an increase of 8 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal novements sales in December were up by 12 per cent over December a year ago and increased by 7 per cent over November of this year. There was one business day more in December, 1941 than in 1940.

	December, 1941 December, 1941 December, 1940 December, 1940							
Re gion	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change	
Maritime Provinces:	79	63	+12•6	Saskatchewan: North····	62	44	+13.1	
Quebec:	48	41	+21,2	South	51	25	- 0.2	
North	45	39	+21.6	TOTAL	113	69	+ 8.2	
TO TAL	93	80	+21.5	Alberta: North	55	45	+18•0	
Onterio: East	46	40	+13.3	South	78	60	+15.2	
N'orth ;	38	30	+15.3	TOTAL	133	105	+16•3	
West ····	54	44	+14.7	British Columbia:	55	39	+10.6	
TOTAL	138	114	+14+4	CANADA:	663	510	+14•4	
Manitoba:	52	40	+14.8					

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A. Unadjusted. B. Index adjusted of number of business days and seasonal variations.

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British Columbia	В	100.9 109.0 101.7 101.3 108.9	107.4 110.2 113.2 108.2 105.4 105.4 109.3 111.6 116.3 1116.3	ı
Brit Colu	'n	115.7 123.0 121.7 117.0 121.9	87.3 98.8 105.2 116.9 116.9 116.9 115.5 1123.3 1123.3	+ 7.6
hlberta	В	105.8 99.1 95.3 104.6 127.6	1111.7.2 1109.9 1116.1 1118.1 1119.0 1105.3 1119.0	1
q17	Ņ	126.4 130.4 128.1 136.0 138.2	82.7 88.7 88.1 110.0 110.0 110.0 110.0 113.0 1133.0 1133.0 1133.0 1133.0 1133.0 1133.0 1133.0	9.9 +
Saskatchewan	В	105.8 99.1 95.3 104.6 109.6	101.9 102.6 104.9 104.9 104.8 112.0 112.8 95.0 109.6	1
Saska	4	123.4 113.7 116.0 122.9 118.6 128.3	68.6 66.8 78.6 93.7 102.7 102.7 1122.1 120.5 120.5	+ 5°+
Manitoba	В	98.8 113.7 100.2 107.2 116.6 130.3	114.1 115.3 116.9 116.9 118.9 1100.9	1
Meni	4	119.1 134.9 126.0 130.3 137.4 157.7	81.3 76.6 108.4 111.7 111.7 1131.3 1131.5 1131.5 1131.5 1131.5	+10.9
Ontario	В	101.3 110.9 95.7 102.7 110.0	109.5 1111.2 1111.2 1111.3 1116.5 1116.5 1116.7	i
Ont	Ą	116.1 125.2 114.4 118.6 123.2 140.9	86.7 84.6 97.0 111.2 132.6 1114.7 131.4 120.9 116.8	0.6 +
Quebec	щ	96.6 113.9 100.5 108.9 122.3	116.9 118.6 116.9 1130.5 123.2 123.2 128.4 125.9 125.9	1
n &	Ų	106.9 124.1 116.1 121.5 132.2 160.6	88.1 84.9 1104.4 1104.9 1149.0 1125.9 1125.9 160.6	+14.1
Maritimes	В	102.1 110.7 95.3 105.6 114.4 125.3	102.1 113.7 113.7 113.7 100.9 115.8 115.8 116.6 116.6	ı
Mar	ফ	119.1 127.0 116.0 124.1 130.3	89.2 95.0 98.1 103.4 108.2 126.1 11.5 11.5 121.4 121.4	4 7.9
CANADA	В	100.7 109.2 97.7 105.6 113.3	109.4 1111.7 1112.2 1117.5 1117.3 1118.6 1121.3 1118.6 1118.6	1
CAI	A	116.9 124.6 118.3 123.5 128.3 147.4	83.9 82.1 108.2 1126.9 1115.8 1131.6 1132.1 121.9	+ 8.9
Yoar	Month	Docombor, 1936 Docombor, 1937 Docombor, 1938 Docombor, 1939 Docombor, 1940	J941 Jenuary Fobruary Rerch April Rey *** June July August September October Novembor	% Change, JanDec.,1941 JanDec.,1940

Indexes for November and December are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Acting Dominion Statistician: Chief, Internal Trade Branch: Statistician: S. A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

Vol. 6 - No. 1

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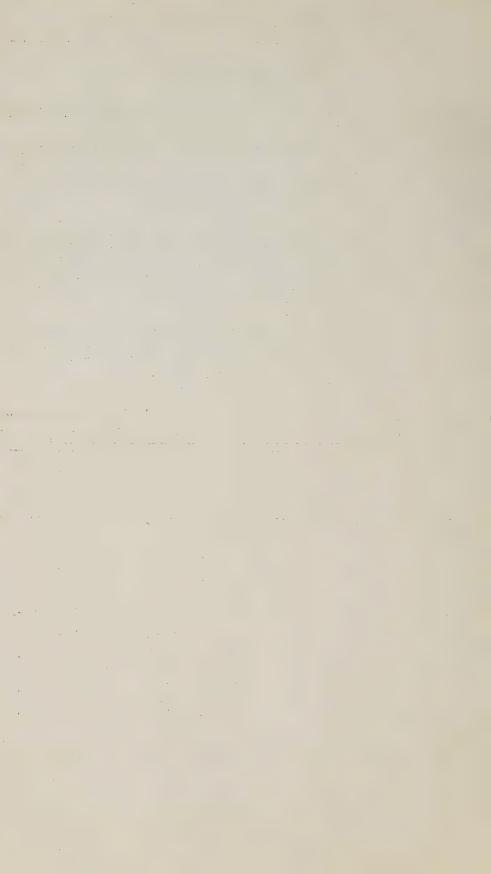
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

JANUARY, 1942

Country general store sales averaged 21 per cent higher in January of this year than last according to reports received from approximately 650 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 17 per cent for British Columbia and the northern areas of Quebec to 26 per cent for the southern part of Quebec and the eastern part of Ontario. Sales in the Maritime Provinces increased by 18 per cent; Quebec, 20 per cent; Ontario, Manitoba and Saskatchewan, 22 per cent and Alberta, 23 per cent.

Allowing for differences in the number and aales importance of the business days of January of this year and last and also for normal seasonal movements sales in January were up by 18 per cent over January a year ago and increased by 1 per cent over December of last year. There was the same number of business days in January this year as last but five Saturdays as compared with January a year ago.

	January January			January, 1942 January, 1941			
Region	Number of stores	Number reporting an increase	Per cent	Region	Number of stores reporting	Number reporting	Change
Maritime Provinces:	76	64	+18.4	Saskatchewan: North	60	53	+23 • 7
Quebec: South	46	45	+25-5	South	52	41	+18.3
North	42	31	+16.7	TOTAL	112	94	+21.7
TOTAL	88	76	+19•5	North	54	43	+19+3
Ontario:	46	41	+26.0	South	80	69	+25.0 +22.8
North	36	. 28	1	British			
West	52	45 114	+21.6	Columbia:	52	43	+17.1
Manitoba :	134 50	44	+22.1	CANA)A	646	547	+20•5



INDEXES OF COUNTRY GENERAL STORE SALES -- (average for 1935-1939 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations

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British Columbia	Å	(a) 82.9 83.4 79.0 83.5 87.3	84.1 93.0 1105.2 1116.8 1116.9 1116.5 112.3	102.2	+17.1
-ta	æ	95.3 100.5 104.9 98.4 107.0	115.5 116.5 116.1 118.1 118.1 119.0 105.3 102.8	133.2	1
Alberta	ų	70.8 73.8 74.9 70.0 78.6 82.7	78.2 89.1 110.0 111.6 111.6 110.8.7 110.0 130.0 1229.6 133.7	101.6	+22.9
hewan	В	93.9 100.4 98.8 106.4 101.9	102.6 104.9 103.7 104.8 112.0 111.6 112.8 95.8 95.0	120.9	1
Saskatchewan	प	63.2 66.8 65.0 63.7 70.7 68.6 83.5	66.8 78.6 102.8 102.8 103.1 122.1 122.1 121.0	03.5	+21.7
oba	В	94.6 103.5 110.7 100.6 107.9 114.1	114.3 115.4 1124.2 117.1 116.9 118.9 1114.7 101.9	135.9	ı
Manitoba	⊹द	67.57 72.9 68.7 76.0 81.3	76.6 92.4 108.4 1116.1 1116.1 123.3 137.1 137.3 137.4	99.5	+22.4
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imes	В	(a) 103.7 107.0 96.2 106.6 102.1	118.7 113.5 1006.9 1006.9 115.8 1123.5 116.6 116.6	7.711	\$
Maritin	ų	(a) 89.5 89.5 80.5 92.0 89.2	95.0 98.1 103.6 1133.4 108.2 120.1 126.1 117.0 121.5	105.6	+18.4
ıda	М	(a) 101.9 106.0 99.5 107.9	111.7 112.8 115.8 115.8 115.8 115.3 118.6 1121.3 112.9	128-5	1
Canada	ų	(a) 77.3 78.2 73.1 81.7	82-1 95-0 1108-2 1126-9 115-8 1125-9 121-6 122-1 132-1	101.1	+20.5
	Year and Lonth	January, 1936 January, 1937 January, 1938 January, 1940 January, 1941 January, 1942	Febru ry March April May June July September October November December	1942 January	% Change, January, 1942 January, 1941

Indexes for December, 1941 and January, 1942 are subject to revision.

(a) Not available

PUTET OF POLITICAL SCIENCE

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A. C. Steedman, B.A:

ol. 6 - No. 2

Year's Subscription, \$1.00 Single Copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

FEBRUARY, 1942

Country general store sales averaged 15 per cent higher in February of this ear than last according to reports received from 675 of these general merchandise stores ocated in the smaller towns and rural areas. All regions of the country reported gains anging from 10 per cent for the southern part of Saskatchewan to 24 per cent for the eastern section of Ontario. Sales in British Columbia increased by 9 per cent; the Maritime rovinces, 11 per cent; Saskatchewan, 14 per cent; Alberta, 17 per cent and Quebec, Ontariond Manitoba, 18 per cent.

Allowing for the differences in number and sales importance of the business ays of February of this year and last and also for normal seasonal movements sales in ebruary were up by 17 per cent over February a year ago and increased by 1 per cent over anuary of this year. There was the same number of business days in February this year as ast.

Percentage Change in Country General Store Sales by Regions

		bruary, 1942 bruary, 1941			February, 1942 February, 1941		
Region	Number of stores	Number reporting an increase	Per cent	R _e gion	Number of stores reporting	Number report- ing an increase	Per Cent Change
aritime Provinces:	85	64	+11.0	Saskatchewan: North	62	51	+15.7
uebec: South	48	40	+13.4	South	50 112	3 <u>1</u> 82	+10.0
North	45 93	32 72	+19.4	Alberta: North	56	46	+18.0
ntario: East ••••	47	39	+24.4	South	83	70	+16.2
North · · ·	39	31	+11.3	TOTAL British	139	116	+16.9
West	53	45 115	+16.7	Canada:	56 676	42 532	+ 9•2
anitoba:	52	41	+17.8		3,10	730	127-3

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INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

	118.6
144.2	126.1 123.5 144
125.9	117.0 118.2 125
125.9	124.8 116.6 144
160.6	121.5 117.7 125.3 160
160.6	105.6 117.7 105
195.3	105.5 131.9 99
198.6	+14.6 - +18

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A. C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

MARCH, 1942

Country general store sales averaged 14 per cent higher in March of this year han last according to reports received from approximately 665 of these general merchandise torms located in the smaller towns and rural areas. All regions of the country reported ains ranging from 6 per cent for British Columbia to 24 per cent for the souther part of askatchewan. Sales in the Maritime Provinces increased by 11 per cent; Manitoba and ntario, 12 per cent; Alberta, 15 per cent and Quebec and Saskatchewan, 18 per cent.

Allowing for the differences in number and sales importance of the business ays of March of this year and last and also for normal seasonal movements sales in March ere up by 17 per cent over March a year ago and increased by 1 per cent over February of his year. There was the same number of business days in March of this year as last but nly four Saturdays as against five last year.

		March, 1942 Warch, 1941	,		March, 1942 March, 1941			
Region	Number of stores	Number reporting an increase	Per cent	Region	Number of stores reporting	Number report- ing an increase	Per C _e nt, Change	
aritime Provinces:	85	59	+10.7	Saskatchewan: North	64	47	+14+3	
uebec: South · · ·	46	37	+21.1	South	52	42	+23•5	
North	43	31	+16.0	TOTAL	. 116	89	+17 • 7	
OTAL	89	68	+17.6	Alberta: North	53	39	+15•5	
ntario: East ····	45	32	+ 9+9	South	83	63	+14.3	
North.	37	24	+ 9.3	TOTAL	136	102	+14.8	
West	53	.42	+16.1	Columbia	52	31	+ 6.1	
OTAL	135	98	+12.4	CANADA	664	477	+13.8	
anitoba ·	51	30	+11.5				and the same and t	

B. Index adjusted for number of business days and seasonal variations. INDEXES OF COUNTRY GENERAL STORE SALES-(Average for 1935-1939 = 100 . Unadjusted.

121.7 120.4 123.8 100.4 105.9 100.5 100.5 1113.2 113.8 108.2 108.1 108.1 109.3 111.6 1116.3 1118.1 17.2 M British Columbia 101.6 85.0 92.7 93.6 93.6 93.6 83.6 105.2 116.3 1116.9 1116.7 1120.8 1123.3 1123.3 +10.4 _ --133.4 98.2 105.1 102.4 94.3 106.7 109.9 115.5 1118.5 1121.1 119.0 1105.3 1105.8 116.0 m Alberta 91.4 +18.2 85.2 83.1 77.1 86.9 86.9 89.1 1110.0 1111.6 108.7 1114.4 1130.0 129.6 1133.7 1124.9 ⊲4 123.0 116.6 127.3 103.7 112.0 1112.0 1111.6 1112.8 95.0 95.0 106.6 98.1 108.5 100.1 94.2 106.8 104.9 Saskatchewan ŧ pa 715.3 80.4 72.5 78.6 78.6 84.9 75.9 92.5 +18.4 93.7 102.8 102.7 103.1 122.1 128.9 137.8 121.0 4 136.9 93.1 105.0 110.1 100.9 108.3 115.4 124.2 117.1 116.9 118.9 114.7 101.9 109.4 133.3 M Manitoba 100.2 90.2 103.0 +17.2 72.3 84.1 88.2 81.5 92.4 108.4 1116.1 1123.3 123.3 137.1 131.3 133.5 137.4 ď 129.2 96.4 105.3 107.2 94.5 102.2 111.2 1118.0 1111.1 1116.5 1122.6 1116.4 1116.7 1120.1 ŧ B Ontario +17.3 99.7 81.6 91.9 93.5 83.1 83.1 87.0 111.2 132.6 1114.7 131.5 131.7 120.9 120.4 140.9 4 134.8 130.5 123.0 123.0 123.0 130.7 135.9 136.6 144.6 90.7 103.7 1111.4 101.0 105.1 116.9 23 Quebec 1117.9 148.2 134.4 149.0 144.2 125.9 144.8 160.6 104°2 99.8 122.8 +17.8 78.6 92.6 99.5 91.0 94.2 104.4 Ą 116.1 113.5 106.9 109.9 115.8 1123.5 1118.2 1116.6 117.7 100.4 107.4 105.1 96.2 108.0 1113.7 Maritimes 84.0 92.6 90.7 83.6 93.5 104.1 +12.7 103.6 133.4 108.2 120.1 126.1 117.0 124.8 121.5 117.5 1115.3 1115.3 1118.6 1121.3 1115.4 1118.4 128.4 96.2 105.7 106.3 97.1 105.7 112.2 CANADA 78.8 89.3 32.8 89.6 89.6 108.1 108.2 126.9 115.8 125.9 131.6 124.1 132.1 147.4 94.7 +16.4 d November Jan.-Mar., 1942 Jan.-Mar., 1941 May angust July Year and Month 1942 January February March.... October 1941 April 1936 1937 1938 1939 1940 1941 September December Change, March, March, larch, warch, farch, March,

Indexes for February and March, 1942 are subject to revision



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Herbert Marshall, B.A., F.S.S.

tatistician:

101. 6 - No. 4

A. C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1942

Country general store sales averaged 14 per cent higher in April of this ear than last according to reports received from over 650 of these general merchandise tores located in the smaller towns and rural areas. All regions of the country reported mains ranging from 3 per cent for the southern part of Saskatchewan to 19 per cent for the northern section of Quebec. Sales in British Columbia increased by 10 per cent; lberta and Saskatchewan, 11 per cent; the Maritime Provinces, 12 per cent; Manitoba, 4 per cent; Ontario, 15 per cent and Quebec, 18 per cent.

Allowing for the differences in number and sales importance of the business ays of April of this year and last and also for normal seasonal movements sales in pril were up by 14 per cent over April a year ago and increased by 1 per cent over March f this year. There was the same number of business days in April of this year as last.

	4	April, 1942 April, 1941			April, 1942 April, 1941		
Region	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
aritime Provinces:	82	57	+12.8	Saskatchewan:	58	41	+16.5
uebec: South ····	. 45	35	+15.2	South	51 109	28 69	+ 2.7
North	46 91	34 6 9	+17.8	Alberta: North	52	31	+11.3
ntario: East	44	34	+15.9	South	81	59 90	+10.8
North		28 43	+11-7	British Columbia	52	34	+10.2
West	53 136	105		CANADA	655	464	+14.0
anitoba:	52	40	+13•6				,

1.1.1 5.414 v (). INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1					ĺ	,
British Columbia	В	97.8 105.0 103.7 104.8 108.2 118.8	105.4 108.1 109.3 111.6 110.2 116.3 118.1	121.7	1	
Brit	A	95.4 103.7 104.7 99.4 102.3 115.9	116.8 116.9 116.7 120.8 116.5 123.3 112.8 134.8	101.6 92.9 104.8 115.9	+10•6	
rta	В	94.6 100.8 104.4 98.5 97.9	116.1 118.5 121.1 119.0 105.3 102.8 116.0	133.4 134.8 130.0	1	
Alberta	A	90.4 103.3 93.8 93.6 110.0	111.6 108.7 114.4 130.0 129.6 133.7 124.9	101.8 91.5 102.3 122.1	+19.3	
hewan	В	95.2 103.1 103.4 94.0 100.8	104.8 112.0 111.6 112.8 95.0 106.6	123.0 118.0 127.3 115.2	1	
Saskatchewan	A	96.3 94.2 97.0 84.8 91.3 104.4	102.8 102.7 103.1 122.1 128.9 137.8 121.0	84.9 76.8 92.5 104.4	+16.5	
oba	M	90.7 99.0 112.4 104.3 114.3	117.1 116.9 118.9 114.7 101.9 109.4 133.3	136.9 135.6 140.5	. 1	
Manitoba	A	79.5 87.4 102.0 91.1 100.2 108.4	116.1 111.7 123.3 137.1 131.3 133.5 137.4	100.2 90.8 103.0 123.1	+16.3	
Ontario	В	101.6 105.3 106.4 93.2 102.4 118.0	111.1 113.1 116.5 122.6 116.4 114.7 120.1	130.0 129.2 128.7 134.9	ı	
	A	96.1 100.4 104.2 87.8 96.9 111.2	132.6 114.7 131.5 131.4 120.9 120.9	105.9 99.7 109.0	+16.5	
20	В	92.6 103.0 111.9 98.1 105.4 153.3	123.0 123.2 128.4 130.7 125.9 136.6 144.6	134.8 139.4 141.7 153.3	. 1	
oeqenô	A	84°C 95°C 104.9 88.6 95.5 117.9	148.2 134.4 149.0 144.2 125.9 144.8 123.0	104.2 99.8 122.8 138.9	+17.8	
imes	B	99.8 108.6 96.4 103.7 113.5	106.9 109.9 115.8 123.5 118.2 116.6	116.1 131.5 129.8	1	
Maritimes	A	91.4 100.3 98.6 88.0 95.0 103.6	133.4 108.2 120.1 126.1 117.0 124.8 121.5	104.1 105.2 108.6 116.9	+12.7	
DA	В	96.4 104.1 106.8 97.0 103.5 117.5	112.8 115.3 118.6 121.3 112.9 115.4 118.4	128.4 130.7 131.7 133.4	. 1	
CANADA	A	39.3 97.2 102.3 89.4 95.7 108.2	126.9 115.8 125.9 131.6 124.1 132.1 121.7	100.9 94.9 103.1 123.3	+15-7	
	Year and Wonth	April, 1936	May June July August September October November December	1942 January February March	% Change, Jan-tpr., 1942 Jan-tpr., 1941	

Indexes for March and April, 1942 are subject to revision.

UNIVERSITY OF TORONTO

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Acting Dominion Statistician: Chief, Internal Trade Branch: Statistician: Vol. 6 - No. 5 S:A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

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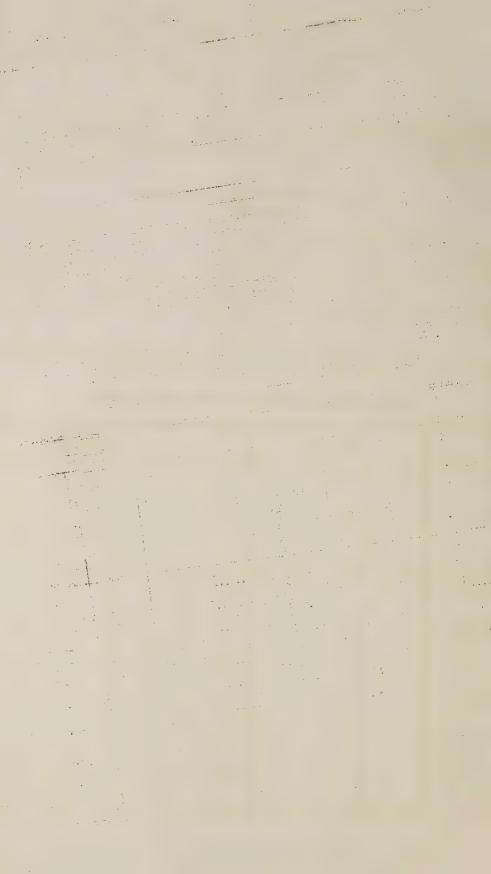
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1942

Country general store sales averaged 12 per cent higher in May of this year than last according to reports received from 650 of these general merchandise stores located in the smaller towns and rural areas. With the exception of Northern Ontario all regions of the country reported gains ranging from 8 per cent for British Columbia and the southern part of Saskatchewan to 20 per cent for the southern part of Quebec. A slight decrease in sales in northern Ontario was offset by increases in other parts of the province resulting in a gain of 10 per cent for the province as a whole. Sales in Manitoba increased by 12 per cent; the Maritimo Provinces and Saskatchewan, 13 per cent and Quebec and Alberta, 14 per cent.

Allowing for the differences in number and sales importance of the business days of May of this year and last and also for normal seasonal movements sales in May were up by 16 per cent over May a year ago but declined by 2 per cent compared with April of this year. There was one business day less in May of this year than last.

					-		-
	·	May, 1942 May, 1941				May, 1942 May, 1941	
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores reporting	Number report- ing an increase	Per cent Change
Maritime Provinces:	85	66	+13.1	Saskatchewan:	- 60	50	+15.7
Quebec: South:	45	38	+20+3	South	50 110	30 80	+ 7.6
North	41	32	+10.7		220		,
TOTAL	86	· 70	+13.8	Alberta: North	52	37	+11.7
Ontario: East	43	32	+12.0	South	81	63	+14.8
North	3 3	18	- 0.4	TOTAL	133	100	+13•6
West	51	42	+ 9+9	British Columbia:	54	37	+ 7.6
TOTAL	127	92	+ 8.1	CANADA	648	486	+11.7
Mani toba ••	. 53	41	+11.5				



INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations

ish	В	96.0 103.8 101.2 101.2 103.2 105.4	108.1 111.6 110.2 116.3 117.6	121.7 121.8 122.8 118.8	
British	Ą	102.9 110.9 112.4 108.0 111.1 116.8	116.9 116.9 120.8 116.5 1123.3 112.8	101.6 92.9 104.0 115.9	1.6+
Alberta	В	103.3 104.0 103.3 98.6 112.3 115.1	118.5 121.1 119.0 105.3 102.8 115.5	133.4 134.8 129.6 127.7	•
Albe	A	96.9 97.1 93.6 92.1 105.8 111.6	108.7 114.4 130.0 129.6 133.7 124.9	101.8 91.5 102.0 122.1 126.8	+15.4
hewan	В	104-1 107-9 100-4 92-9 103-5 104-8	112.0 111.6 112.8 95.0 107.0	123.0 118.0 127.5 115.2	
Saskatchewan	Å	98.8 101.9 92.0 87.8 98.6 102.8	102.7 103.1 122.1 128.9 137.8 121.0	84.9 76.8 92.7 104.4	+15.6
coba	В	96.7 103.5 108.9 101.3 104.6 117.1	116.9 118.9 114.7 101.9 109.4 133.2	136.9 135.6 132.2 140.5	1
Manitoba	Ą	92-7 98-9 100-9 96-7 100-7 116-1	111.7 123.3 137.1 131.3 133.5 137.4	100.2 90.8 102.7 123.1 129.5	+15-1
Ontario	B	96.4 105.4 102.5 98.7 103.7 111.1	113.1 116.5 122.6 116.4 114.7 120.5	130.0 129.2 128.7 134.9	3
Onte	ঝ	111.3 121.2 114.3 113.5 120.2 132.6	114.7 131.5 131.4 120.9 120.4 117.2	105.9 99.7 109.0 127.7 143.3	+14.4
oec .	В	89.7 103.6 110.4 105.3 113.6 123.0	123.2 128.4 130.7 125.9 136.6 121.6	134.8 139.4 141.5 153.3	8
Onepec (A	104.5 120.2 124.3 122.2 132.9 148.2	134.4 149.0 144.2 125.9 144.8 123.0	104.2 99.8 122.6 138.9	+16.7
imes	щ	91.1 102.7 106.2 97.8 102.1 106.9	109.9 115.8 123.5 118.2 116.6 117.8	116.1 131.5 128.9 127.6	i
Marit	Ą	109.9 123.4 123.8 117.5 123.6 133.4	108.2 120.1 126.1 117.0 124.8 121.5	104.1 105.2 107.9 116.9	+12.7
DA.	щ	96.1 104.5 105.6 99.6 106.8 112.6	115.3 118.6 121.3 112.9 115.4 118.4	128.4 130.7 131.4 133.4 130.3	b
CANADA	A	104.0 113.1 111.0 108.0 116.5 126.9	115.8 125.9 131.6 124.1 132.0 121.7	100.9 94.9 107.9 123.3 141.8	+14-7
	Year and Month	May, 1936 Hisay, 1937 May, 1938 Hisay, 1939 May, 1940 May, 1941	J941 June July July August September October November December	1942 January February March April	% Change, JanMay, 1942 JanMay, 1941

Indexes for April and May, 1942 are subject to revision.

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Published by Authority of the HON. JAMES A. MacKINNON, M.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A, C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

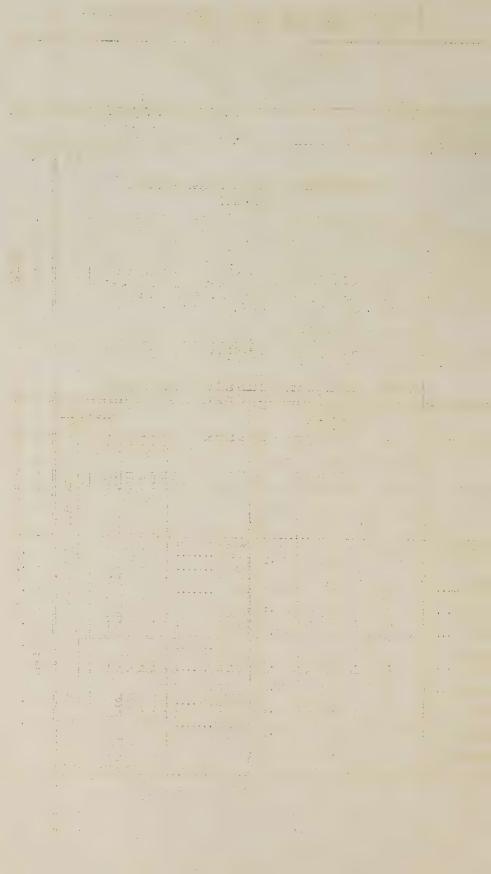
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1942

Country general store sales averaged 15 per cent higher in June of this year than last according to reports received from 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the southern part of Saskatchewan all regions of the country reported gains ranging from 9 per cent for the corthern areas of Ontario and Saskatchewan to 22 per cent for the southern part of Quebec. I decrease in sales in southern Saskatchewan was offset by an increase in the northern part resulting in a gain of 5 per cent for the province as a whole. Sales in Alberta and Ontario increased by 13 per cent; British Columbia, 14 per cent; Manitoba, 17 per cent; the Maritime Frovinces, 18 per cent and Quebec, 20 per cent.

Allowing for the differences in number and sales importance of the business days of June this year and last and also for normal seasonal movements sales in June were by ll per cent over June a year ago but declined by 2 per cent compared with May of this year. There was one more business day in June of this year than last.

		June, 1942 June, 1941		<u>June, 1942</u> June, 1941			
Region	Number of stores .	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	79	65	+18-1	Saskatchewan: North	58	40 29	+ 9.1
Quebec: South	43	39	+22.1	TOTAL	53 111	. 29 69	+ 4.7
North	41 84	32 71	+18.4	Alberta:	53	44	+15+3
ontario: East ••••	40	35	+16.5	South	76 1 29	59 103	+12.3
North	36 48	27 39	+ 8.6	British Columbia	50	38	+13.7
OTAL	124 52	101	+12.7	CANADA	629	492	+14.6

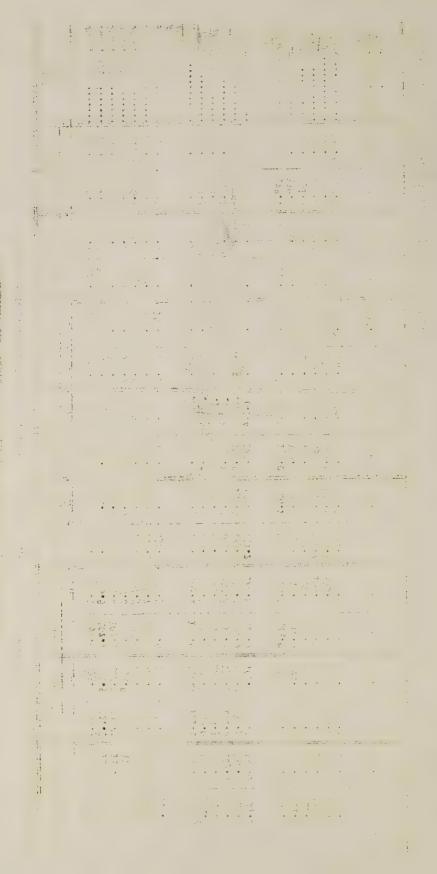


INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

% Change, JanJune, 1942 JanJune, 1941	January February March April May June	July August September October November December	June, 1936 June, 1937 June, 1938 June, 1939 June, 1940 June, 1941 June, 1942	Year and Month
+14.6	100.9 94.9 107.9 123.0 141.8 132.7	125-9 131-6 124-1 132-0 121-7 147-4	100.4 109.4 110.9 102.4 110.2 115.8 132.7	GANADA
ţ	128.4 130.7 131.4 133.1 130.3 127.8	118.6 121.3 112.9 115.4 118.4 126.7	97.2 106.0 107.1 98.0 106.9 115.3 127.8	DA B
+13.6	104.1 105.2 107.9 117.0 150.9	120-1 126-1 117-0 124-8 121-5 146-5	101.7 109.9 104.1 100.1 104.8 108.2	Mari
1	116.1 131.5 128.9 127.7 125.1 125.8	115.8 123.5 118.2 116.6 117.8	100-1 108-6 102-5 97-7 103-5 109-9 125-8	Maritimes A ∮ B
+17.2	104-2 99-8 122-6 138-3 168-7 160-7	144.2 125.9 144.8 123.0 160.5	106.5 122.3 125.8 114.5 125.0 134.4 160.7	Quebec
1	134.8 139.4 141.5 152.6 144.8 142.7	128.4 130.7 125.9 136.6 121.6 144.5	94.6 109.1 111.8 100.9 111.5 123.2 142.7	bec B
+14-1	105.9 99.7 109.0 127.7 143.3 129.3	131.5 131.4 120.9 120.4 117.2	103.8 110.8 109.3 103.5 110.4 114.7	Ont A
ľ	130.0 129.2 128.7 134.9 124.1 123.6	116.5 122.6 116.4 114.7 120.5 122.0	99.2 104.5 98.2 106.0 113.1	Ontario
+15.4	100.2 90.8 102.7 123.3 129.5 130.1	123.3 137.1 131.3 133.5 137.4 158.8	94.4 100.9 110.9 99.0 102.5 111.7	Manitoba A
•	136.9 135.6 132.2 140.7 135.1	118.9 114.7 101.9 109.4 133.2 131.2	95.8 102.7 112.4 99.6 104.3 116.9	toba.
+15-8	84.9 76.8 92.7 104.7 115.9 107.5	103.1 122.1 128.9 137.8 121.0 128.8	92.1 96.8 101.4 86.0 97.5 102.7	Saskatc
t	123.0 118.0 127.5 115.5 122.2 113.6	111.6 112.8 95.8 95.0 107.0	97.4 107.2 107.2 90.2 113.5 112.0	chewan
+15.0	101.8 91.5 102.0 121.8 126.8 123.3	114.4 130.0 129.6 133.7 124.9 160.5	93.9 96.9 100.7 93.8 104.8 108.7 123.3	Alb
1	134.8 129.6 127.4 135.2	121.1 119.0 105.3 102.8 115.5	99-3 102-8 106-4 98-3 111-2 118-5 130-3	Alberta
+10-0	101.6 92.9 104.0 113.2 125.7	116.7 120.8 116.5 123.3 112.8 134.8	102-7 117-6 117-1 114-9 115-1 116-9 132-9	British Columbi
1	121.7 121.8 122.8 116.0 117.2 119.1	109.3 111.6 110.2 116.3 117.2	92.1 105.8 105.0 102.1 103.6 108.1	British Columbia A B

Indexes for May and June, 1942 are subject to revision.



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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch:

Statistician: Vol. 6 - No. 7 S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.
Year's Subscription, \$1.00 Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1942

Country general store sales averaged 11 per cent higher in July of this year than last according to reports received from approximately 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the northern part of Ontario all regions of the country reported gains ranging from 5 per cent for British Columbia to 16 per cent for the southern portion of Alberta. Sales in the Maritime Provinces increased by 7 per cent; Quebec and Manitoba, 13 per cent; Saskatchewan, 14 per cent and Alberta, 15 per cent. A decrease of 5 per cent for NorthernOntario was offset by increases in both Eastern and Western Ontario resulting in a gain of 7 per cent for the province as a whole.

Allowing for the differences in number and sales importance of the business days of July this year and last and also for normal seasonal movements sales in July were up by 10 per cent over July a year ago and increased by 2 per cent compared with June of this year. There was the same number of business days in July of this year as last.

		July, 1942 July, 1941				July, 1942 July, 1941	
Region	Number of stores	Number reporting an increase	Per Cent Change	Region	Number of stores	Number reporting an increase	Per Cent Change
Maritime Provinces:	79	51	+ 6.9	Saskatchewan: North South	52 52	43 41	+13.5
Quebec: South · · ·	40	31	+12.5	TOTAL	104	84	+14.2
North	41 81	30 61	+12.6	Alberta: North	54	38	+15•3
Ontario: East ····	45	33	+12.1	South	134	102	+15.5
North	31 50	15 39	- 4·7 +10·4	British Columbia · · ·	55	39	+ 7-1
TOTAL	126	87	+ 7.3	CANADA	632	465	+10.6
Manitoba •	<i>5</i> 3	41	+12.7		,		

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

			•			
British Columbia	В	95.8 106.9 103.2 99.9 100.8 113.9	111.6 110.2 116.3 117.2	121.7 121.8 122.8 116.0 115.4 119.1	t	
Bri	À	103.1 118.6 110.6 106.7 107.6 116.7	120.8 116.5 123.3 112.8 134.8	101.6 92.9 104.0 113.2 123.7 132.9	+ 9.0	
hlberta	В	99.8 100.1 102.7 99.2 107.0 121.1	119.0 105.3 102.8 115.5	133.4 134.8 129.6 127.4 134.9 130.3	ı	
#1De	h.	95.0 98.2 97.4 93.7 101.0 114.4	130.0 129.6 133.7 124.9	101.8 91.5 102.0 121.8 126.6 123.3	+15.0	
hewan	В	96.1 100.2 105.4 96.2 99.3 111.6	112.8 95.8 95.0 107.0	123.0 118.0 127.5 115.5 122.1 113.6	1	
Saskatchewan	A	89.5 96.2 97.8 88.9 91.8 103.1	122.1 128.9 137.8 121.0 128.8	84.9 76.8 92.7 115.8 107.5	+13.6	
oba	В	97°6 104°3 108°4 102°6 102°1 118°9	114.7 101.9 109.4 133.2	136.9 135.6 132.2 140.7 134.0	1	
Manitoba	A	102.1 112.3 112.9 106.4 105.9 123.3	137.1 131.3 133.5 137.4 158.8	100.2 90.8 102.7 123.3 128.5 130.1	+14.8	
rio	В	95.1 107.1 104.5 96.7 105.6 116.5	122.6 116.4 114.7 120.5	130.0 129.2 128.7 134.9 124.6 123.9	t	
Ontario	A	108.3 125.6 118.6 109.2 119.3 131.5	131.4 120.9 120.4 117.2 140.4	105.9 99.7 109.0 127.7 143.9 129.3	+13.0	
29	В	91.8 107.8 106.9 104.0 111.3 128.4	130.7 125.9 136.6 121.6	134.8 139.4 141.5 152.6 144.8 143.7	1	
Onepec	A	107.3 129.8 124.5 120.6 129.2 149.0	144.2 125.9 144.8 123.0 160.5	104.2 99.8 122.6 138.3 168.7 160.7	+16.4	
imes	В	97.9 111.2 99.3 94.4 99.8 115.8	123.5 118.2 116.6 117.8	116.1 131.5 128.9 127.7 125.3 125.8	1	
Mariti	A	102.4 119.7 103.4 97.8 103.5 120.1	126.1 117.0 124.8 121.5 146.5	104.1 105.2 107.9 117.0 151.1 127.8	+12.6	
AC	B	95.7 105.7 104.4 99.0 104.7 118.6	121.3 112.9 115.4 113.4 126.7	128.4 130.7 131.4 133.1 127.8	ı	
CANADA	A	102.0 116.6 111.1 104.9 111.2 125.9	131.6 124.1 132.0 121.7	100.9 94.9 107.9 123.0 141.6 132.7	+13.9	
Year	Month	July, 1936 July, 1937 July, 1938 July, 1939 July, 1940 July, 1941	August September October November	J942 January February Warch April May Juhe	% Change, JanJuly, 1942 JanJuly, 1941	

Indexes for June and July, 1942 are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Minister of Trade and Commerce

Dominion Statistician: Chief, Internal Trade Branch: Statistician: Vol. 6 - No. 8 S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1942

Country general store sales averaged 10 per cent higher in August this year than last according to reports received from approximately 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the northern part of Ontario all regions of the country reported gains ranging from 6 per cent for Manitoba to 15 per cent for the southern portion of Alberta. Sales in Saskatchewan increased by 9 per cent; the Maritime Provinces and Quebec, 11 per cent; Alberta and British Columbia, 13 per cent. A decrease of 4 per cent for Northem Ontario was offset by increases in Eastern and Western Ontario resulting in a gain of 8 per cent for the province as a whole.

Allowing for the differences in number and sales importance of the business days of August this year and last and also for normal seasonal movements, sales in August were up by 10 per cent over August a year ago, and increased by 3 per cent compared with July of this year. There was the same number of business days in August this year as last.

August, 1942 August, 1941				August, 1942 August, 1941			
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	78	56	+10.9	Saskatchewan: North South	56 49	38 41	+ 6.7 +14.0
Quebec: South ***	43	35	+14.2	TOTAL	105	79	+ 9.4
North	41 84	31 66	+ 9.3	Alberta: North	56 80	40 62	+ 9.5
Ontario: East ····	44	31	+ 9.9	TOTAL · · · · ·	136	102	+12.8
West ····	33 51	16 45	- 4·3 +12·4	British Columbia: CANADA	46 629	33 462	+12.5
FOTAL	128	92 34	+ 7.6	,			

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

u	1 1				1
British Columbia	В	100.8 108.7 103.4 101.2 100.8 109.9	110.2	121. 121. 122.8 116.0 11.5 11.5 11.3 12.3 12.5 12.5 12.5 12.5	t e
British	A	108.6 113.6 111.5 109.1 112.8 120.8	116.5	101.6 92.9 104.0 113.2 123.7 132.0 122.7	4 . 6 +
Alberta	В	98-1 103-7 102-5 103-1 108-1 120-0	105.3	133.4 134.8 129.6 127.4 134.9 138.6	ı
Albe	A	106,8 109.5 111.5 112.2 130.0	129.6	101. 91.5 102.0 121.6 122.6 132.0 132.0 146.6	+14.5
Saskatchewan	В	106.5 94.7 100.5 101.1 101.5 113.6	95.8 95.0 107.0	123.0 118.0 118.0 118.0 118.0 118.0 118.0 118.0 118.0 118.0	\$
Saska	A	114.8 99.0 108.3 100.0 113.6 122.1 133.6	128.9 137.8 121.0 128.8	84.9 76.8 92.7 104.7 115.8 106.6 117.7	+12.8
toba	B	102.5 102.1 102.1 94.9 114.3	101.9 109.4 133.2 131.2	135.6 135.6 135.6 135.0 137.0 137.0 123.0	ş
Manitoba	A	122.1 121.6 121.6 124.2 117.4 137.1	131.3 133.5 137.4 158.8	1000.2 1020.4 123.3 130.5 130.5 147.6	+13.4
Ontario	В	101.2 108.7 101.2 50.5 110.5 122.8	116.4	130.0 129.2 128.7 134.9 124.6 123.9	1
Onte	A	108.1 112.5 108.0 122.5 131.4	120.9	1095.9 109.0 127.7 123.9 129.6 141.1	+12.2
guebec	B	94.2 111.1 103.0 98°. 106.5 131.1	125.9 136.6 121.6 144.5	1334-8 1339-4 141-5 152-6 144-8 143-7 145-7	1
enô	A	103.5 118.4 113.1 108.0 121.5 144.2	125.9 144.8 123.0 160.5	104-2 99-8 122-6 138-3 168-7 160-6 167-8	+15.5
itimes	B	101.9 108.8 100.8 100.7 123.7	118.2 116.6 117.8 125.2	116.1 131.5 128.9 127.7 125.3 124.4 122.8	1
Mari	A	103.6 107.3 102.5 102.4 112.6 126.1	117.0	104-1 105-2 107-9 117-0 151-1 126-4 128-4	+12.2
DA	В	100.2 106.3 101.8 99.7 105.5 121.5	112.9	128.4 130.7 131.4 133.1 130.1 127.4 130.2	ı
CANADA	A	108.3 111.5 110.1 107.7 118.4 131.6	124.1 132.0 121.7 147.4	100.9 94.9 107.9 123.0 141.6 132.2 139.3	+13•3
Year	Month	August, 1936 August, 1937 August, 1938 August, 1939 August, 1940 August, 1941 August, 1942	September October November December	J942 January February March April May June July	% Change, 1942 JanAug., 1942 JanAug., 1941

Indexes for July and August, 1942 are subject to revision.

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UNIVERSITY OF TORONTO

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch:

S.A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C.

Statistician: Vol. 6 - No. 9 A. C. Steedman, B.A.

Herbert Marshall, B.A., F.S.S.

Year's Subscription, \$1.00 Single copies, .10

Single copies,
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
September, 1942

Country general store sales averaged 12 per cent higher in September this year than last according to reports received from approximately 640 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 3 per cent for the northern part of Ontario to 26 per cent for the southern part of Saskatchewan. Sales in British Columbia increased by 6 per cent; the Maritime Provinces, 9 per cent; Quebec and Ontario, 11 per cent; Alberta, 16 per cent; Saskatchewan, 17 per cent and Manitoba, 20 per cent.

Allowing for the difference in number and sales importance of the business days of September this year and last and also for normal seasonal movements, sales in September were up by 12 per cent over September a year ago. There was the same number of business days in September this year over last.

September, 1942 September, 1941				September, 1942 September, 1941			
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores report	Number report- ing an increase	Per cent Change
Maritime Provinces:	84	62	+ 9.1	Saskatchewan: North South	60 49	46 43	+11.7 +26.0
Quebec: South North	45 43 88	33 34 67	+ 8.2 +12.3 +11.0	TOTAL Alberta: North South	109 53 79	89 42 64	+17.0 +15.6 •16.0
Ontario: East North West	41 34 49	29 24 43	+ 8.9 + 3.2 +16.1	TOTAL British Columbia:	132 51	106	+15.8
TOTAL Manitoba:	50	96 44	+10.6	CANADA	638	495	+12.6

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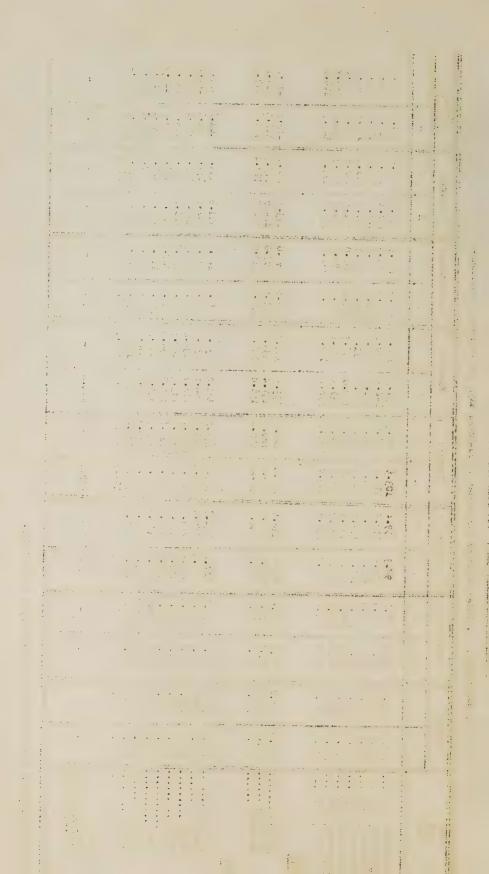
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4. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1 1					
British Columbia	В	99.1 109.3 102.8 102.5 98.8 110.2	116-3	121.7 121.8 122.8 122.8 116.0 115.4 118.3 115.3 116.5	ı
	4	104.3 115.6 109.6 112.3 101.1 116.5 123.3	123.3 112.8 134.8	101.6 92.9 104.0 113.2 123.7 128.0 135.9 125.3	+ 9.1
rta	В	97.9 103.3 103.0 111.0 101.7 105.3	102.8	133.4 134.8 129.6 127.4 134.9 137.0 134.7	ě
Alberta	A	119.9 127.1 127.7 141.5 121.1 129.6 150.1	133-7 124-9 160-5	101.8 91.5 102.0 121.8 126.6 122.2 130.4 146.6	+14.5
Saskatchewan	В	112.7 91.4 97.6 121.1 100.0 95.8	.95.0 107.0 110.0	123.0 118.0 127.5 115.5 112.6 123.9 112.0	ŝ
Saskat	Ą	151.0 123.0 132.5 168.9 130.2 128.9 150.8	137-8 121-0 128-8	84.9 10.44.9 10.65.8 11.33.6 11.33.6	+13.6
Manitoba	В	102.5 110.7 99.3 111.3 96.3 101.9	109.4	135.00 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	i
Man	4	131.5 142.7 128.9 148.6 120.0 131.3 158.7	133-5 137-4 158-8	100.2 90.8 102.7 123.3 138.5 145.6 158.7	+14.4
Ontario	В	100.3 108.2 99.4 104.8 105.3 116.4	114-7	130.0 129.2 128.7 124.9 124.6 123.9 123.9	ı
Onte	Ą	103.6 112.4 104.0 112.7 105.8 120.9	120.4 117.2 140.4	105.9 99.7 109.0 127.7 143.9 129.6 142.2 141.4	1.21+
290	щ	99.4 110.5 101.2 107.6 107.5 125.9	136.6	134.8 141.5 141.5 144.6 144.8 144.3 144.3 139.7	ı
Onepec	4	98.9 110.5 101.9 111.5 104.0 125.9	144-8 123-0 160-5	100.6 1122.6 1138.3 1160.6 1159.9 1139.7	+15.0
imes	ф	99.8 109.9 98.9 106.9 118.2 128.8	116.6	116-1 131-5 128-9 127-7 127-7 124-4 124-1 137-6	
Maritimes	₫	98.4 108.8 98.7 108.0 102.4 117.0	124-8	104-1 105-2 107-9 117-0 151-1 126-4 129-7 139-8	+11.9
DA	m	101.7 106.1 100.2 109.0 103.6 112.9	115-4	128.4 130.7 131.4 133.1 130.1 127.4 133.9 126.6	١
CANADA	A	112.9 117.2 112.1 126.1 113.0 124.1	132.0	100.9 94.9 107.9 123.0 141.6 132.2 133.7 144.8	+13.2
Year and Month		September, 1936 September, 1937 September, 1938 September, 1939 September, 1940 September, 1941 September, 1942	October November December	January February March April May June July August September	% Change, JanSept.,1942 JanSept.,1941

Indexes for August and September, 1942 are subject to revision-



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Dominion Statistician: Chief, Internal Trade Branch: Statistician:

Vol. 6 - No. 10

S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES October, 1942

Country general store sales averaged 17 per cent higher in October this year than last according to reports received from 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 1 per cent for the northern part of Ontario to 36 per cent for the southern part of Saskatchewan. Sales in Ontario increased by 8 per cent; British Columbia, 10 per cent; Quebec, 11 per cent; the Maritime Provinces, 12 per cent; Manitoba and Alberta, 28 per cent and Saskatchewan, 31 per cent.

Allowing for the difference in number and sales importance of the business days of October this year and last and also for normal seasonal movements, sales in October were up by 12 per cent over October a year ago and increased by 2 per cent over September of this year. There was one more Saturday in October this year than last.

	-	ober, 1942 ober, 1941			October, 1942 October, 1941		
Region	Number of stores reporting	Number reporting an increase	Per cent change	Reg ic n	Number of stores report- ing	Number report- ing an increase	Per cent change
Maritime Provinces: Quebec: South North TOTAL Ontario: East North West TOTAL	79 42 39 81 43 32 52 127 50	37 33 70 31 23 38 92 46	+12.2 +15.3 + 8.3 +10.5 + 7.1 + 1.2 +11.3 + 7.5 +28.0	Saskatchewan: North South TOTAL Alberta: North South TOTAL British Golumbia: CANADA	53 44 97 47 77 124 42 600	50 41 91 43 70 113 29 497	+27.6 +36.4 +30.8 +30.6 +27.0 -428.4 + 9.9 +16.7

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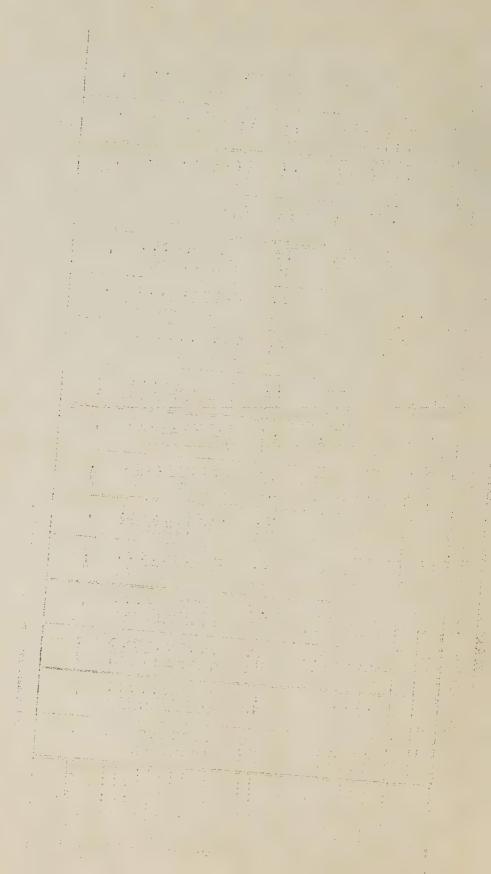
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INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 - 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

	Company of the Person				
ish	В	97.2 109.5 102.5 101.8 116.3	117.2	121.7 122.8 122.8 116.0 115.4 116.7 116.5	1
British Columbia	-4	106.2 115.6 111.5 104.5 107.0 123.3	112.8	101.6 92.9 104.0 1133.0 124.1 135.9 123.3 135.5	0*6+
rta	В	1206.5 106.6 106.5 128.3 128.3 128.3	115.5	133.4 134.8 129.6 127.9 137.9 137.0 134.7 122.0 122.0	ı
Alberta	4	130.1 130.1 137.5 132.9 137.3 171.7	124.9	101.8 91.5 102.0 121.8 126.6 122.2 130.4 146.6 150.1	+16•3
hewan	83	107.0 100.3 95.1 115.8 97.9 95.0	107.0	123.0 1183.0 127.5 115.5 122.1 112.6 123.9 112.0 123.9	1
Saskatchewan	Ą	159.9 144.8 136.8 161.4 140.9 137.8	121.0	84.9 76.8 92.7 105.8 106.6 119.1 133.6 150.8	+15.9
oba	В	104.2 113.0 95.2 103.8 96.1 109.4	133.2	136.9 135.6 135.6 140.7 132.3 132.7 122.2 123.1 135.9	ı
Manitoba	Ą	131.0 137.3 115.2 121.7 116.3 133.5	137.4	100.2 90.8 102.7 128.5 138.5 138.7 145.6 158.7	+16.0
rio	В	100.1 111.1 95.8 102.9 114.7	120.5	130.0 129.2 128.7 134.9 124.6 123.9 124.6 132.4 132.4	1
Ontario	4	108°3 116°2 103°8 110°6 129°4	117.2	105.9 99.7 109.0 127.7 143.9 129.6 142.2 141.4 133.7	+11.7
00	В	94.6 113.3 104.9 112.1 118.6 136.6	121.6	134.8 1394.4 141.5 144.8 148.7 143.3 145.5 145.7	١
Quebec	A	103.4 119.6 110.3 114.2 124.7 144.8	123.0	104.2 99.8 122.6 138.3 168.7 160.6 159.9 139.7	+14.6
imes	В	102.1 110.9 96.1 97.8 108.0 116.6	117.8	116.1 131.5 128.9 127.7 125.3 124.4 124.4 124.1 137.6 128.8	. 1
Maritimes	4	112.6 118.2 102.0 100.0 114.7 124.8	121.5	104.1 105.2 107.9 117.0 151.1 126.4 129.7 139.8 127.6	+12-1
DA.	В	100.5 108.7 106.7 107.0	118.4	128.4 130.7 131.4 133.1 130.1 127.4 133.9 126.6	ı
CANADA	4	119.6 124.6 114.6 119.2 122.2 132.0	121.7	100.9 94.9 107.9 123.0 141.6 132.2 139.7 144.8	+13-7
Year	and Month	October, 1936 October, 1937 October, 1938 October, 1939 October, 1940 October, 1941	November	J942 January February March April May June June June September October	% Change, JanOct., 1942 JanOct., 1941

Indexes for September and October, 1942 are subject to revision.



DEPT. OF FOLITI AL CONTRA

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S

A.C. Steedman, B.A.

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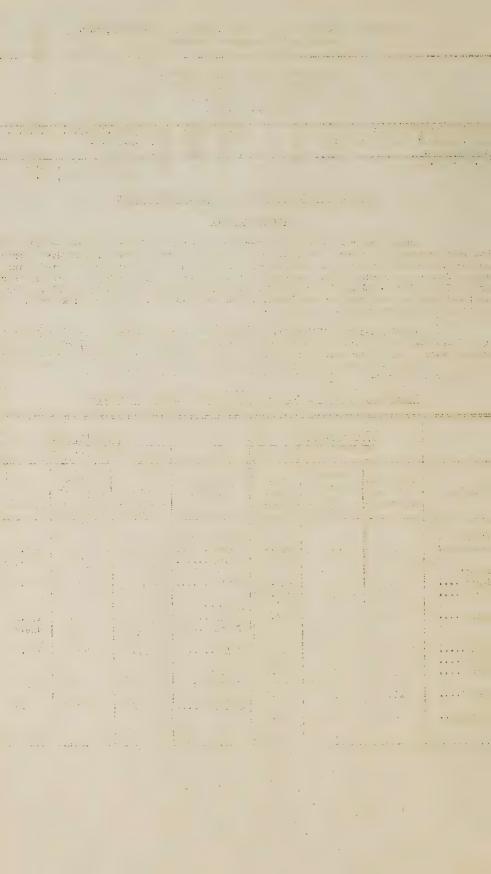
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1942

Country general store sales averaged 15 per cent higher in November this year than last according to reports received from over 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from one per cent for the northern part of Ontario to 30 per cent for the southern part of Saskatchewan. Sales in British Columbia increased by 7 per cent; Ontario, 9 per cent; Manitoba and the Maritime Provinces, 13 per cent; Quebec, 15 per cent; Alberta, 16 per cent and Saskatchewan, 28 per cent.

Allowing for the difference in number and sales importance of the business days of November this year and last and also for normal seasonal movements, sales in November were up by 18 per cent over November a year ago and increased by 8 per cent over October of this year. There were four Saturdays in November this year compared with five in November a year ago.

		November, 1942 November, 1941			November, 1942 November, 1941		
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores report- ing	Number report- ing an increase	Per cent Change
Maritime Provinces: Quebec: South North TOTAL Ontario: East North West Manitoba	83 44 41 85 43 30 52 125 48	64 37 31 68 30 19 42 91 38	+12.9 +17.5 +13.2 +14.6 +17.6 + 1.0 + 8.7 + 9.8 +12.9	Saskatchewan: North South TOTAL Alberta: North South TOTAL TOTAL Canada	56 49 105 50 77 127 45 618	51 45 96 36 58 94 33 484	+27.7 +29.7 - +28.4 - +19.0 +14.2 +16.0 + 7.2 +15.0

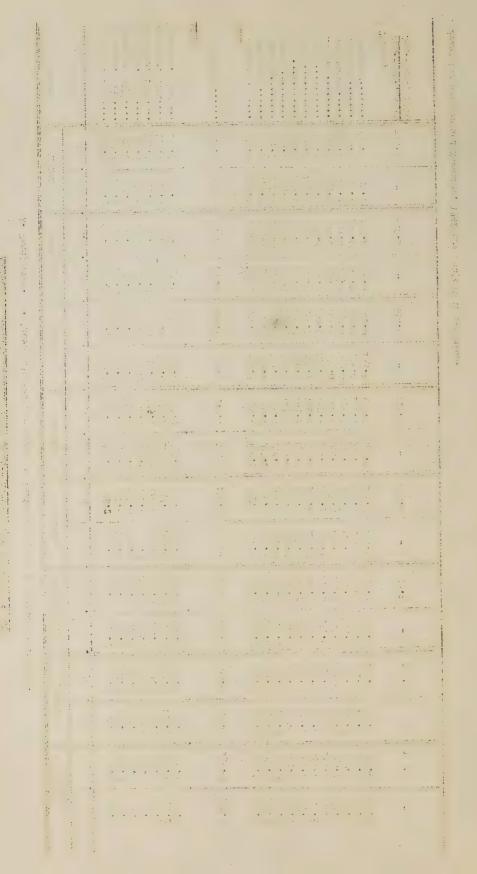


INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

% Change, <u>JanNov., 1942</u> <u>JanNov., 1941</u>	January February Imarch April May June July August September October November	1941 December	November, 1936 November, 1937 November, 1938 November, 1940 November, 1941 November, 1942	and Month	Voca
+13.8	100.9 94.9 107.9 123.0 141.6 132.2 139.7 145.3 139.7 139.7	147-4	100.3 109.3 102.2 100.6 116.1 121.7 139.9	A	CENT
\$	128.4 130.7 131.4 133.1 130.1 120.4 127.4 130.7 133.9 126.6 129.4	126-7	100.3 105.7 99.3 97.5 108.6 118.4	B	D.E.
+12•1	104.1 105.2 107.9 117.0 151.1 126.4 129.7 141.0 127.4 140.0 137.2	146-5	106.6 111.2 97.5 103.5 117.3 121.5	y mort	Waritimes
1	116.1 131.5 128.9 127.7 125.3 124.1 124.1 138.7 126.9 136.6	125-2	106.2 107.3 94.5 99.9 109.4 117.8 136.6	В	imes
+14.6	104.2 99.8 122.6 138.3 168.7 160.6 161.5 139.4 110.0	160-5	95.8 106.6 100.1 99.5 115.9 123.0	₽	Quebec
1	134.8 139.4 141.5 152.6 144.8 142.7 143.3 147.0 139.4 143.2	144-5	97.3 104.9 98.9 97.9 110.2 121.6 143.2	В)ec
+11.6	105.9 99.7 109.0 127.7 143.9 142.2 142.3 134.0 129.6	140.4	98-3 102-1 96-6 98-2 109-7 117-2 128-7	Λ	Ontario
1	130.0 129.2 128.7 134.9 123.9 124.6 123.9 124.9 133.3 129.1 119.5	122.0	103.9 104.6 99.4 100.6 120.5 136.0	В	ario
+15.6	100.2 90.8 102.7 123.3 128.5 130.5 145.6 147.8	158-8	107.6 107.6 107.6 101.4 128.4 137.4	ta-	Manitoba
,	136.9 137.6 132.2 132.2 132.3 132.3 132.7 132.7 132.7 132.7	131-2	95-9 112-6 104-3 97-9 119-7 133-2	В	Loba
+17-2	76.8 76.8 92.7 104.7 115.8 119.1 119.1 150.6	128.8	107-1 116-7 114-0 104-5 119-4 121-0 155-4	A	Saskatchewan
1	123.0 118.0 127.5 115.5 122.1 112.6 127.9 123.9 111.9	110-0	97.4 102.8 100.8 92.0 101.6 107.0 141.2	B	hewan
+16+3	101.8 91.5 102.0 121.8 126.6 122.2 130.4 147.4 150.3 171.7 144.9	160-5	101.6 114.8 108.2 104.3 124.0 124.9 144.9	A	Albe
1	133.4 129.6 129.6 129.6 137.0 137.0 137.0 137.7 128.1 137.7	127-4	96.6 105.8 100.1 96.1 110.4 115.5 137.7	В	Alberta
+ 9-0	101.6 92.9 103.2 113.2 123.7 132.0 134.1 135.5 120.9	134-8	96.9 103.8 95.9 92.0 102.7 112.8 120.9	Columbia	British
ı	121.8 122.8 122.8 116.0 115.4 118.3 124.5 118.3 124.0 129.2	117-2	103.5 107.4 99.7 95.3 102.7 117.2 129.2	В	.sh

Indexes for October and Movember, 1942 are subject to revision.



DEPARTMENT OF TRADE AND COMMERCE DOLINION BUREAU OF STATISTICS DEAT. OT 1 INTERNAL TRADE BRANCH OTTAWA, CANADA

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Dominion Statistician: Chief, Internal Trade Branch:

Statistician:

Vol. 6 - No. 12

S.A. Oudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Merbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1942

Country general store sales averaged 15 per cent higher in December this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 3 per cent for the eastern part of Ontario to 30 per cent for the southern part of Saskatchewan. Sales in Quebec increased by 6 per cent; Ontario, 9 per cent; British Columbia and Alberta, 14 per cent; the Maritime Provinces, 15 per cent; Manitoba, 24 per cent and Saskatchewan, 27 per cent.

All provinces reported increased sales for the year 1942 over the preceding twelve-month period, gains ranging from 8 per cent in British Columbia to 18 per cent in Saskatchewan being recorded. Increases for other provinces were 12 per cent for the Maritimes, 14 per cent for Quebec, 11 per cent for Ontario, 17 per cent for Manitoba and 16 per cent for Alberta.

Allowing for the difference in number and sales importance of the business days of December this year and last and also for normal seasonal movements, sales in December were up by 14 per cent over Desember a year ago and increased by 3 per cent over November of this year. There was the same number of business days in December this year as last.

		cember, 194			December, 1942 December, 1941		
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores report- ing	Number report- ing an increase	Per cent Change
Maritime Provinces: Quebec: South North TOTAL Ontario: East North West TOTAL	73 43 41 84 46 33 49 128	55 30 26 56 28 22 38 88	+14.6 + 9.3 + 3.7 + 5.5 + 3.2 +10.0 +12.2 +24.2	Saskatchewan: North South TOTAL Alberta: North South TOTAL British Columbia: GANADA:	48 49 97 43 77 120 41 589	44 45 89 28 61 89 33 450	+25.7 +30.3 +27.4 +11.1 +16.0 +14.1 +13.7 +14.6

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A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1 1		
British	В	100.00 1001.00
British Columbi	A	11.5.7 12.0.0 121.9 121.9 134.8 153.3 104.0 104.0 104.0 104.0 104.0 104.0 104.0 104.0 104.0 105.
Alberta	В	105.8 95.23 104.2 104.2 104.2 127.4 145.9 129.6 129.6 129.6 127.4 134.9 129.2 137.0 137.0 137.0
Albe	А	126.4 136.0 138.2 138.2 160.5 160.5 183.1 122.6 130.4 147.4 147.5 183.1
chewan	В	100.00 10
Saskatchewan	A	11.23. 11.63. 11.63. 11.83. 11.83. 11.64. 11
coba	В	98.8 1113.7 1000.2 1000.2 116.6 116.6 131.2 132.2 132.3 132.3 132.3 132.3 132.3 132.3 153.4 153.6
Manitoba	A	119°1 134°9 126°0 130°3 137°4 158°8 197°2 102°7 102°7 128°5 130°5 130°5 157°8 170°1 197°2
Ontario	В	101.3 110.9 95.7 102.7 110.0 133.1 124.9 124.6 124.6 124.9 124.9 124.9 124.9 124.9 124.9 124.9 124.9 126.1 133.1
Onte	A	116.1 125.2 1114.4 1118.6 123.2 140.4 152.6 109.0 127.7 142.3 134.0 138.0 138.0 152.6 142.3 142.3 136.0
290	В	96.6 1113.9 1000.5 1008.9 122.3 122.3 144.5 152.9 133.4 147.0 147.0 143.2 143.2 143.2
Quebec	A	126.9 124.1 1160.5 132.2 132.2 160.5 160.5 168.7 168.7 161.5 161.5 169.3 161.5 161.5 169.3
Maritimes	В	100.7 100.7 100.7 100.6 114.4 125.2 144.0 128.9 128.9 128.9 128.9 128.9 128.9 128.9 128.9 128.6 128.6 128.6 128.6
Marit	A	119.1 127.0 116.0 124.1 130.3 146.5 167.9 107.9 107.9 117.0 126.4 126.4 121.1 126.4 127.4 141.0 141.0
LDA	В	100.7 109.7 109.6 113.3 126.7 144.1 130.7 131.4 130.7 133.9 129.4 139.5 144.1
CANADA	A	116.9 128.6 118.3 123.5 128.3 147.4 167.2 100.9 94.9 107.9 121.6 133.7 133.7 153.9 153.9 153.9 167.2
Year	Month	December, 1936 December, 1936 December, 1939 December, 1940 December, 1941 December, 1942 January March April May July August September July August September October November December JanDec.,1942 JanDec.,1942 JanDec.,1942

Indexes for November and December, 1942 are subject to revision.

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> DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS DEPT. OF POLITICAL DEPT. INTERNAL TRADE BRANCH UNIVERSITY (TORONTO OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch: Statistician: Vol. 7 - No. 1

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A. Year's Subscription, \$1.00

Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES January, 1943

Country general store sales averaged 8 per cent higher in January this year than last according to reports received from over 560 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the eastern part of Ontario to 14 per cent for the northern section of Alberta. Sales for Ontario as a whole increased by 4 per cent; British Columbia, 5 per cent; Alberta, 7 per cent; Quebec, 8 per cent; Saskatchewan, 11 per cent; the Maritime Provinces, 12 per cent and Manitoba, 13 per cent.

Allowing for the difference in number and sales importance of the business days of January this year and last and for normal seasonal movements, sales in January were up by 15 per cent over January a year ago and increased by 2 per cent over December, 1942. There was one business day less in January this year than last.

		anuary, 194 anuary, 194			January, 1943 January, 1942		
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores report- ing	Number report- ing an increase	Per cent Ghange
Maritime Provinces:	69	48	+11.6	Saskatchewan: North South	50 48	38 37	+10.8
South	42 38	29 27	+ 9.1 + 6.7	TOTAL	98	75	+10.8
TOTAL	80	56	+ 7.5	North	47 67	28 4 3	+14.3 + 3.2
East North	42 29 44	25 17 32	+ 2 · 2 + 3 · 9 + 6 · 2	TOTAL	114	71	+ 7.4
TOTAL	115	74	+ 4.3	Canada	42 567	30 393	+ 4.9
Manitoba:	49	39	+12.6	OSSERBLUS V 4 - V 0	701	3/3	

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INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935 - 1939 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

British Columbia	В	(a) 103.2 106.7 101.5 104.0 107.4 122.3	121.8 122.8 116.0 116.0 118.3 115.3 115.3 122.2 122.2 123.7	135-7	•
British Columbi		(a) 82.9 83.4 79.0 83.5 87.3 100.6	92.9 104.0 103.2 113.2 123.7 132.0 124.1 134.2 125.1 133.5 116.1	106.6	+ 4.9
Alberta	В	95.3 100.5 104.9 98.4 107.0 111.4 133.2 152.3	134.8 127.4 127.4 134.9 129.2 137.0 135.5 122.1 128.0 137.7	152,3	1
Albe		70.8 73.8 74.9 70.0 78.6 82.7 101.8	91.5 102.0 122.0 126.6 122.2 130.4 147.4 171.5 144.9	109.3	+ 7 - 4
chewan	В	93.9 100.4 100.4 98.8 106.4 101.9 120.9	118.0 115.5 115.5 1122.6 1123.6 123.4 111.9 1139.5 140.8	144.8	Į.
Saskatchewan	7	63.2 65.0 65.0 63.7 63.7 68.6 1.9 94.9	76.8 104.7 115.8 106.6 119.1 133.1 150.6 161.1 153.5 164.1	94.1	+10.8
oba	В	94.6 103.5 110.7 100.6 107.9 114.1 135.9	135.6 132.2 134.0 132.3 132.3 132.7 122.5 122.5 122.5 154.4 163.6	1,3.8	í
Manitoba	¥	67.5 72.9 75.9 68.7 76.0 81.3 100.2	90.8 102.7 123.3 128.5 130.5 138.7 145.6 157.8	112.8	+12.6
Ontario	В	93.4 102.3 103.7 98.9 106.3 109.4 130.0	129.2 128.7 134.9 123.9 123.3 123.3 129.1 120.1 135.6	144-2	1
Onte	÷ 2	74.1 80.2 79.1 75.1 83.3 86.7	99.7 109.0 127.7 143.9 129.6 142.2 142.3 134.0 130.0	110.5	+ 4.3
၁၅	В	(a) 101.1 109.9 102.1 112.9 116.9 136.1	139.4 141.5 152.6 154.8 144.8 147.0 139.4 145.8 145.8	154.0	The state of the s
onepec)	A	(a) 75.2 79.5 73.7 84.0 88.1 104.2 112.0	99.8 122.6 128.3 168.7 168.7 160.6 167.6 139.4 139.4 141.1	112.0	+ 7.5
imes	B	(a) 103.7 107.0 96.2 106.6 102.1 117.7	131.5 128.9 127.7 127.7 124.4 124.1 138.7 128.6 127.5 137.2	137.7	1
Maritimes	4	(a) 89.5 89.9 80.5 92.0 89.2 104.1	105.2 107.9 117.0 151.1 126.4 129.7 141.0 127.4 140.6 137.7	116.2	+11.6
DA	В	(a) 101.9 106.0 99.5 107.9 109.4 128.4	130.7 131.4 133.1 130.1 120.7 133.9 126.6 129.4 138.8	147.3	1
CANADA	A	(a) 77.3 78.2 73.1 81.7 83.9 108.9	94.9 107.9 103.0 141.6 132.2 132.2 133.7 153.9 153.9	108.9	+ 7.9
Year and Wonth		January, 1936 January, 1937 January, 1938 January, 1940 January, 1941 January, 1942 January, 1943	February March April May June July August September October November December	1943 January	% Change, January, 1943 January, 1942

Indexes for December; 1942 and January, 1943 are subject to revision.

(a) Not available.

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Published by Authority of the HON- JAMES A. MacKINNON, M.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICSDEPT. OF POLITICAL SCHEME
INTERNAL TRADE BRANCH
OTTAWA, GANADA
UNIVERSITY OF TOXONIO

Dominion Statistician: Chief, Internal Trade Branch: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

Statistician:

A.C. Steedman, B.A.

Vol. 7 - No. 2

Year's Subscription, \$1.00
Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1943

Country general store sales averaged 16 per cent higher in February this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for northern Ontario to 26 per cent for the southern part of Saskatchewan and the northern part of Alberta. Sales for Ontario as a whole increased by 9 per cent; British Columbia, 10 per cent; Quebec, 15 per cent; the Maritime Provinces, 16 per cent; Manitoba and Alberta, 24 per cent and Saskatchewan, 25 per cent.

Allowing for the difference in number and sales importance of the business days of February this year and last and for normal seasonal movements sales in February were up by 16 per cent over February a year ago and increased by 6 per cent over January this year. There was the same number of business days in February this year as last.

		bruary, 194 bruary, 194			February, 1943 February, 1942		
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores report- ing	Number report- ing an increase	Per cent Change
Maritime Provinces: Quebec: South North TOTAL Ontario: East North West	77 43 36 79 41 29 45	58 31 26 57 29 17 38 84	+16.4 +11.8 +16.6 +15.1 + 8.5 + 4.1 +12.4 + 9.1	Saskatchewan: North South TOTAL Alberta: North South TOTAL TOTAL Eritish Columbia: CANADA	48 51 99 54 77 131 46	43 49 92 41 67 108	+26.0 +23.9 +25.2 +25.2 +25.9 +22.0 +23.5 + 9.8
Manitoba:	50	43	+24•4	OWINGTHE # * * * * *	271	410	

B. Index adjusted for number of business days and seasonal variations. 4. Unadjusted.

INDEADS OF COUNTRY GENERAL STORE SALES - (AVELEGE TOT 1/3) - 100

Indexes for January and February, 1943 are subject to revision.

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Statistician:

Vol. 7 - No. 3

Dominion Statistician:

Chief, Internal Trade Branch:

MERCHANDISING Published by Authority of the HON. JAMES A. MacKINNON, M.P. Minister of Trade and Commerce

> DEPARTMENT OF TRADE AND COMMERCE DOMINION BURBAU OF STATISTICS DEPT. OF POLITICAL SCIENCE

INTERNAL TRADE BRANCH OTTAWA, CANADA

UNIVERSITY OF TORONTO

S.A. Cudmore, M.A. (Oxon.), F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00

Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1943

Country general store sales averaged 13 per cent higher in March this year than last according to reports received from over 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the southern part of Saskatchewan to 21 per cent for the Maritime Provinces. Sales for Saskatchewan as a whole increased by 6 per cent; Ontario, ll per cent; Quebec and Alberta, 12 per cent; British Columbia, 16 per cent and Manitoba, 18 per cent.

Allowing for the difference in number and sales importance of the business days of March this year and last and for normal seasonal movements sales in March were up by 10 per cent over March a year ago. There was one more business day in March this year than last.

;		March, 1943 March, 1942			March, 1943 March, 1942		
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores report-	Number report- ing an increase	Per cent Change
Maritime Provinces: Quebec: South North TOTAL Ontario: East North West	78 44 39 83 40 31 47 118	67 35 31 66 33 22 39 94	+21.1 +15.5 +10.3 +12.0 +10.6 + 5.3 +15.3 +11.3	Saskatchewan: North South TOTAL Alberta: North South TOTAL British Columbia: CANADA	52 50 102 51 77 128 47	36 35 71 35 54 89 35	+ 7.8 + 2.3 + 5.8 + 16.9 + 8.9 +11.9 +16.0 +13.0
Manitoba:	51	40	+18.1				

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e e	أوالمياه والمتماورة إنسار المراسيمي				

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations. INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

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ish	В	100.4 106.0 106.0 106.8 113.2 122.8 138.2	116.0 115.4 118.3 1124.5 118.3 122.5 124.0	130.6
British Columbia	4	85.0 92.7 92.7 98.8 98.8 98.8 98.8 98.6 98.6	113.2 123.7 132.0 124.1 134.2 125.1 133.5 146.3	105.0
Alberta	В.	98.2 105.1 102.4 94.3 106.7 109.9 129.6	127.4 134.9 129.2 137.0 135.5 128.0 137.7 145.2	1488.4 166.4 140.6
Al be	A	77.3 85.2 83.1 77.1 86.9 89.1 102.0	121.8 126.6 122.2 130.4 147.4 171.5 144.9 182.2	108.9
chewan	В	98.1 108.5 100.1 106.8 104.9 127.5 130.8	115.7 122.1 122.1 123.4 123.4 123.5 133.5 135.8	141.3
Saskatchewan	Ą	1.27 1.27 1.27 1.28 8.08 7.08 7.08 7.08	104.9 115.8 1106.6 113.9 150.6 153.5 158.7 158.7	93.9
toba	æ	93.1 105.0 110.1 100.9 108.3 115.4 132.2	140.7 132.9 132.9 122.9 122.9 135.9 154.9 161.1	161.7
Manitoba	¥	72.3 84.1 88.2 81.5 87.1 92.4 102.7	1283.3 1283.3 1380.5 1456.7 176.1 1976.1	113.9 113.0 121.3 +18.6
Ontario	æ.	96.4 105.3 107.2 94.5 102.2 111.2 128.7 138.9	124.6 123.9 123.9 123.9 120.1 120.1 135.6 135.6	140.4 141.0 138.9
Onte	Ą	81.6 91.9 93.5 83.1 89.6 97.0 109.0	127.7 143.9 129.6 142.2 142.3 134.0 138.0	110.0
၁၅၀	B.	90.7 103.7 101.0 101.0 105.1 116.9 141.5	152.6 1442.7 1473.7 1473.3 1473.3 1473.8 152.6 1752.7	146.5
oeqen()	A	78.6 92.6 99.5 91.0 94.2 104.4 122.6 137.3	138.3 168.7 167.6 167.6 139.4 179.3 141.1	109.0
times	м	100. 107.4 108.0 108.0 113.7 151.5	127.3 124.4 124.1 138.7 127.5 137.2	138.0
Marit	A	84.0 92.6 90.7 83.6 93.5 1107.9	117.0 151.1 126.4 129.7 141.0 127.4 140.6	119.1 122.5 130.7
DA	m	96.2 105.7 106.3 97.1 112.2 131.4	133.1 120.7 120.7 130.7 133.9 126.6 128.8	138.6 152.6 143.9
CANADA	A	78.8 99.3 90.0 82.8 89.6 95.0 107.9	123.0 141.6 132.2 139.7 145.3 139.7 153.9 153.9	108.4 110.5 121.9 +12.2
Year and Month	•	March, 1936 March, 1937 March, 1939 March, 1940 March, 1941 March, 1942 March, 1942	April May May June July August September November December	J943 January March % Change, Jan. Mar. 1943 Jan. Liar. 1943

Indexes for February and March, 1943 are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

Statistician:

A.C. Steedman, B.A.

Vol. 7 - No. 4

Year's Subscription, \$1.00 - Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1943

Country general store sales averaged 15 per cent higher in April this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the eastern part of Ontario reported gains ranging from 6 per cent for northern Ontario to 30 per cent for the southern section of Saskatchewan. A decline of 4 per cent for eastern Ontario was offset by gains in the northern and western parts of the province resulting in a net increase of 3 per cent for the province as a whole. Sales for Quebec increased by 9 per cent; British Columbia, 15 per cent, the Maritime Provinces, 19 per cent; Alberta, 20 per cent; Manitoba, 24 per cent and Saskatchewan, 28 per cent.

Allowing for the difference in number and sales importance of the business days of April this year and last and for normal seasonal movements sales in April were up by 14 per cent over April last year and increased by 5 per cent over last month. There was the same number of business days in April this year as last.

Percentage Change in Country General Store Sales by Regions

		April, 1943 April, 1942				April, 194 April, 194	
Region	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	76	62	+19.0	Saskatchewan: North South	51 45	46 44	+26.9
South	41 36	30 24	+12.8 + 7.3	TOTAL	96	90	+28.0
OTAL	77	54	+ 9.1	North	49 7 8	41 68	+24.7
East North West	41 29 47	22 22 34	- 3.5 + 6.0 + 6.5	TOTAL	127	109	+20+2
COTAL	117	78	: + 3.1	Columbia:	51 591	41 475	+15.2 +14.5
lanitoba:	47	41	+24.4				1

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

INDEXES OF COUNTRY GENERAL SIONE SALES (AVGI age 101 1/3/ 1/3/

	В	97.8 105.0 103.7 102.2 104.8 116.0 132.6	115.4 118.3 115.3 1122.2 122.2 127.7	130.6 129.5 138.2 132.6	1
British Columbia					70
Br	4	95.4 103.3 104.7 99.4 102.3 113.2 130.4	123.7 132.0 124.1 134.2 125.1 133.5 146.3	105.0 98.8 120.6 130.4	+10.5
Alberta	В	94.6 100.8 100.8 98.5 97.9 115.5 1151.9	134.9 129.2 137.0 135.5 122.1 128.0 137.7	148.4 165.6 140.6 151.9	
Albe	Ą	90°4 97.2 103.3 93.6 110.0 121.8	126.6 122.2 130.4 147.4 171.5 144.9	108.9	+15.5
hewan	æ	95.2 103.1 103.4 94.0 100.8 103.7 115.5	122.1 112.6 127.9 123.4 111.9 121.9 139.5	141.3 148.6 130.8 147.7	
Saskatchewan	· W	86.3 94.2 97.0 84.8 91.3 104.7	115.8 106.6 119.1 133.1 150.6 181.1 158.4	93.9 96.7 98.1 134.9	+18.0
oba	В	90.7 99.0 112.4 104.3 114.3 124.2 140.7	134.0 132.3 132.7 122.5 122.5 135.2 154.4	161.7	•
Manitoba	A	79.5 87.4 102.0 91.1 108.2 123.3	128.5 130.5 138.7 145.6 157.8 170.1 195.0	113.9 112.1 121.3 153.4	+20.1
rio	В	101.6 105.3 106.4 93.2 102.4 118.0 134.9	124.6 123.9 124.9 133.3 129.1 120.1 135.6	140.4 140.0 138.9 138.1	1
Ontario	A	96.1 100.4 104.2 87.8 96.9 111.2 127.7	143.9 129.6 142.2 142.3 134.0 130.0	110.0	+ 6.5
00	В	92.6 104.0 111.9 98.1 105.4 130.5 152.6	142.7 142.7 143.3 147.0 139.4 145.8	146.5 160.0 153.7 165.2	1
Quebec	A	84.0 95.0 104.9 88.6 95.5 117.9	168.7 160.6 167.6 1139.4 159.3 141.1	109.0 114.6 137.3 150.9	+10.1
ımes	B	99.8 108.6 103.9 96.4 103.7 113.5 127.7	125.3 124.4 128.1 128.6 127.5 137.5	138.0	ŧ
Maritimes	A	91.4 100.3 98.6 88.0 95.0 103.6 117.0	151.1 126.4 129.7 140.6 137.7	119.1 123.3 130.7 139.2	+18.0
V(В	96.4 106.8 106.8 97.0 117.5 133.1 151.3	130.1 127.4 133.9 126.6 128.6	138.6 152.0 143.9 151.3	ŧ
CANADA	A	89.3 97.2 102.3 89.4 95.7 123.0	141.6 132.2 139.7 1439.7 153.9 165.4	108.4 110.1 121.9 140.8	+12.8
	Year and Month	April, 1936 April, 1937 April, 1938 April, 1939 April, 1940 April, 1941 April, 1941	May June July Kugust September October November December	1943 January February March April	% Change, JanApr., 1943 JanApr., 1942

Indexes for March and April, 1943 are subject to revision.

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DEPT. OF POLITICAL SCIENCE

Published by Authority of the HON. JAMES A. MACHIMERSITY POF TORONTO Minister of Trade and Commerc MERCHANDISING FILE "C"

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch:

101. 7 - No. 5

S.A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C.

Herbert Marshall, B.A., F.S.S.

tatistician: A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1943

Country general store sales averaged 14 per cent higher in May this year than last according to reports received from approximately 600 of these general merchantise stores located in the smaller towns and rural areas. All regions of the country experted gains ranging from 5 per cent for the northern part of Ontario to 27 per cent or the southern part of Saskatchewan. Sales for Ontario increased by 8 per cent; unabec and British Columbia, 13 per cent; Alberta, 16 per cent; the Maritime Provinces, 7 per cent; Saskatchewan, 18 per cent and Manitoba, 20 per cent.

Allowing for the difference in number and sales importance of the business ays of May this year and last and for normal seasonal movements sales in May were up by 14 per cent over May last year but decreased by 2 per cent from April. There was the same number of business days in May this year as last.

Percentage Change in Country General Store Sales by Regions

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Region Stor repor	res	Number eporting an ncrease	Per Cent Change	an zantzigi eranerize i ziereran egiterati erani igi i esterzatekin	Number of	Number	
Provinces: 73 Quebec: South 40 North 35			01141150	Region	stores reporting	reporting an increase	Per Cent Change
TOTAL 75 Ontario: East 44 North 32 West 47 TOTAL 123 Manitoba: 48	5 5 4 2 7	56 30 29 59 32 22 35 89	+16.8 +9.9 +14.7 +13.2 +9.0 +5.3 +7.6 +19.6	Saskatchewan; North South TOTAL Alberta: North South TOTAL British Columbia: CANADA	50 50 100 53 74 127 49 595	39 46 85 42 62 104 41 477	+11.8 +27.3 +17.5 +13.2 +16.2 +12.6 +13.8

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A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

INDEADS OF COUNTRY GENERAL STORE SALES - (AVERAGE 107 1737-1737 - 100)

A B B 109.9 91.
106.2 97.8 122.2 105.3 106.3 113.9 113.6 113.6 113.6 113.6 113.6 113.6 113.6 113.6 113.6 113.6 113.6 114.8 114.9 114.9 114.9
124.4 160.6 142.7 129.6 128.1 142.2 138.7 161.5 147.0 142.3 128.6 139.4 139.4 134.0 127.5 159.3 145.8 130.0 137.2 141.1 143.3 128.3 144.6 168.8 152.5 152.6
138.0 109.0 146.5 110.0 154.1 114.6 160.0 108.1 151.5 137.8 153.7 121.3 150.7 150.9 165.2 131.7 146.9 191.0 164.6 154.8
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Indexes for April and May, 1943 are subject to revision.

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UNIVERSITY OF TORONTO

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DEPARTMENT OF TRADE AND COLDERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch: Statistician: Vol. 7 - No. 6

S.A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A. Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1943

Country general store sales averaged 15 per cent higher in June this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. While the southern part of Quebec reported no change from last year gains in all other regions ranged from 3 per cent for the northern part of Ontario to 52 per cent for the southern part of Saskatchewan. Sales for Quebec as a whole increased by 6 per cent; Ontario, 8 per cent; British Columbia, 9 per cent; Alberta, 18 per cent; Manitoba, 19 per cent; the Maritime Provinces, 20 per cent and Saskatchewan, 41 per cent.

Allowing for the difference in number and sales importance of the business days of June this year and last and for normal seasonal movements, sales in June were up by 16 per cent over June last year but decreased by 1 per cent from May. There was the same number of business days in June this year as last.

Percentage Change in Country General Store Sales by Regions

		une, 1943 une, 1942			June, 1943 June, 1942		
Region	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	75	60	+20•1	Saskatchewan: North	50 50	48 4 8	+34.8 +52.4
Quebec: South North	40 38	23 24	+ 0.3 + 8.4	TOTAL	100	96	+41-3
TOTAL	78	47	+ 5.8	North South	49 7 4	45 59	+27.2
Ontario: East North West	42 29 4 7	25 19 35	+ 7.8 + 2.9 +10.1	TOTAL British Columbia:	1.23 49	104	+17.8
TOTAL	118 51	79 43	+ 7.6	CANADA	594	461	+14.9



A. Unadjusted.

INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1935-1939 = 100)

B. Index adjusted for number of business days and seasonal variations.

British Columb	B A B	102.7	98.3 114.9 102.1 111.2 115.1 103.6 118.5 116.9 108.1 129.2 132.0 118.3 152.8 143.6 129.2	137.0 124.1 115.3 124.5 122.1 125.1 125.1 125.1 125.1 125.1 118.3 122.2 137.7 116.1 124.0 145.2 146.3 127.7	148.4 105.0 130.6 165.6 120.5 120.5 140.6 121.1 138.2 157.5 129.2 131.3 130.5 152.8 143.6 129.2	4.0.4
Alberta	A	-	93.8 104.8 122.2 144.0	130.4 147.4 170.3 171.5 144.9	108.9 112.5 113.6 113.6 145.3 147.1	+15.8
chewan	В	97.4	90°2 103°5 112°0 112°6 159°8	127.9 123.4 111.9 121.9 139.5	141-3 148-6 130-8 145-3 159-8	ı
Saskatchewan	Ą	92.1 96.8 101.4	86.0 97.5 102.7 106.6 150.6	119.1 133.1 150.6 181.1 153.5	93.9 96.7 98.7 132.7 150.6	+21.9
Manitoba	В	95.8 102.7 112.4	99.6 104.3 116.9 132.3	132.7 122.5 122.5 135.2 154.4	161.7 167.4 151.4 172.0 161.0	ı
Mani	A	94.4	99.0 102.5 111.7 130.5 155.3	138.7 145.6 157.8 170.1 155.0	113.9 112.1 120.6 152.0 153.7 155.3	119.5
Ontario	В	99.2	98.2 106.0 113.1 123.9 133.8	124.9 133.3 129.1 120.1 135.6	140.4 140.0 133.9 137.6 133.8	1
Ont	A	103-8	103.5 110.4 114.7 129.6 139.4	142.2 142.3 134.0 130.0 128.3	110.0 108.1 121.3 133.1 154.8 139.4	+ 7-1
Juebec	В	94.6 109.1 111.8	100.9 111.5 123.2 142.7 151.6	143.3 145.8 145.8 145.8	146.5 160.0 153.7 164.0 151.6	. 1
enb	A	106.5 122.3 125.8	114.5 125.0 134.4 160.6 169.9	167.6 161.5 139.4 159.3 141.1	109.0 114.6 137.8 149.8 191.0	÷ .
time	щ	100.1	97.7 103.5 109.9 124.4 150.0	124.1 138.7 128.6 127.5 137.2	138.0 154.1 151.5 150.0 146.9	ì
in i	A	101.7	100.1 104.8 108.2 126.6 151.8	129.7 141.0 127.4 140.6 137.7	119.1 123.3 130.8 138.1 176.5	+18.0
1 . 1	В	97.2	98.0 106.9 115.3 127.8	130.7 133.9 126.6 129.4 138.8	138.6 152.0 143.9 150.6 148.9	1
CANADA	A	100.4	102.4 110.2 115.8 132.2 151.9	139.7 145.3 139.7 153.9 165.4	108.4 110.1 122.1 140.2 151.1	+13.3
Year	Month		June, 1939 June, 1940 June, 1941 June, 1942 June, 1943	J942 July August September October November	J943 January February March April May June	% Change, Jan June, 1943 Jan June, 1942

Indexes for May and June, 1943 are subject to revision.

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DEPT. OF POLITICAL SCIENCE

UNIVERSITY OF TORONTO
Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Dominion Statistician: Chief: Internal Trade Branch: S.A. Gudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Herbert Marshall, B.A., F.S.S.

Statistician: Vol. 7 - No. 7

A.C. Steedman, B.A.
Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

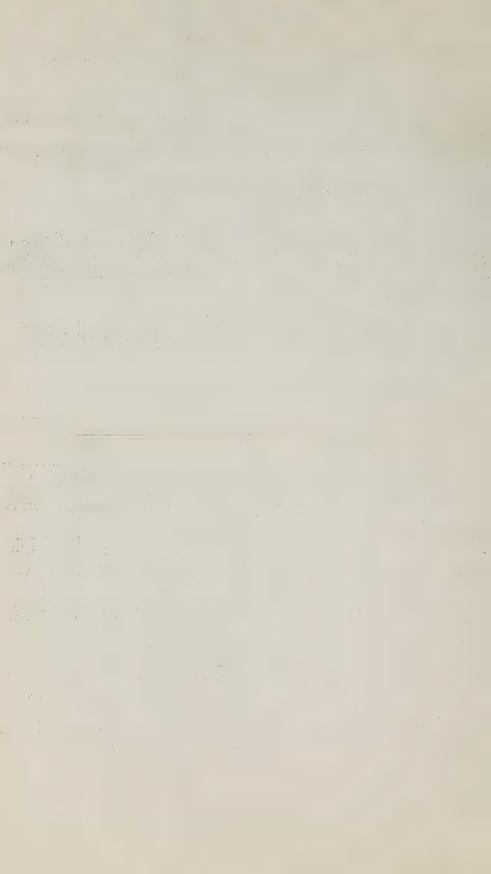
July 1943

Country general store sales averaged 18 per cent higher in July this year than last according to reports received from approximately 600 of those general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 6 per cent for the southern part of Quebec to 34 per cent for Thorn Saskatchowan. Sales for Ontario increased by 11 per cent; British Columbia, 12 per cent; Quebec, 13 per cent; Alberta, 21 per cent; the Maritime Provinces, 24 per cent; Manitoba 25 per cent and Saskatchewan, 30 per cent.

Allowing for the difference in number and sales importance of the business days of July this year and last and for normal seasonal movements, sales in July were up by 18 per cent ever July last year and increased by 8 per cent from Famo. There was one more Saturday in July this year than last.

Porcentage Change in Country General Store Sales by Regions

		uly, 1943 uly, 1942				July, 1943 July, 1942	
Region	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces;	75	63	+ 23°9	Saskatchewan: North	50 42	46 39	+26.8 +34.0
Quebec: South North	4 2 36	29 26	+15.8	TCTAL	92	85	+29.5
TOTAL	78	55	+12.5	North	49 7 9	40 70	+29.5 +15.1
East	41 31 47	30 26 43	+1.0.5	TOTAL	128	110	+20.6
TOTAL	119	99	+11.0	CANADA	49 591	37 496	+12.1 +17.6
Menitobas	50	47	+24.7				-



A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

and	CANADA	Liv.	Martt	ines	Quebec	900	ONTROPERSON	20	Manitoba	oba B	Saskatchewan	hewen	A DOTAL	rte	Golumbi Golumbi	Britzeh Golumbia
	25 4 4 4 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	**************************************	THE RESERVE OF THE PARTY OF THE	6000 5000 6000 5000 6000 5000 6	A O RO A CO A	100000000000000000000000000000000000000	8 00 00 00 00 00 00 00 00 00 00 00 00 00		144114 344004 14404 14404	2011 2011 2011 2011 2011 2011 2011 2011	20 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	10000000000000000000000000000000000000	000000000000000000000000000000000000000	10001	110000	
79 1742 000000 Vy 1742 000000000000000000000000000000000000	164.3	156.9	yer'er arrest or sirving south that it records	15404		161.9	1,200		erina menindakan promoti terda mana	122,2	133.1		157.5	13 55 50	10 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1240
September November	139.7	126.6 129.4 138.8 142.6	127.4	127.5	139.4	139.4 145.8 143.3 152.5	130.0 130.0 128.3 152.6	129°1 120°1 135°6 133°1	157.8	135.2	150°6 181.1 153.5 158.4	135.9	171.5	122.1	125°.1 133°5 116°.1 146°3	118.3 122.2 124.0 127.7
January January February March April May June	108.4 110.1 122.1 140.2 160.0 151.9	138.6 152.0 143.9 150.6 148.9 147.7	119-1 123-3 130-8 138-1 174-2 151-8	138.0 154.1 151.5 150.0 145.0 150.0	109.0 114.6 137.8 149.8 187.1	146.5 160.0 153.7 164.0 151.6 161.9	110.0 108.1 121.3 133.1 155.6 139.4	140.4 140.0 138.9 135.4 135.4	113.9 112.1 120.6 152.0 154.5 155.3	161.7 167.4 151.4 172.0 161.8 153.1	93.9 98.7 132.7 135.6 150.6	141.3 148.6 130.8 145.3 143.6 159.8	108.9 112.5 113.6 145.3 147.7 144.0	148.4 165.6 140.6 151.7 155.9 152.8	105.0 98.8 121.1 129.2 140.2 143.6	130.6 129.5 138.2 131.3 129.2
Change, JanJuly, 1943 JanJuly, 1942	+13.9	ı	+18.7	1	4 9.9	1	+ 7 - 8	1	+20.5	1	+23•1	ı	+16.5	8	+10.8	1

Indexes for June and July, 1943 are subject to revision.

form of the second AMERICAN AND CONTROL OF AN ADMINISTRATION OF THE STATE OF

DEPT. OF POLITICAL SCIENCE UNIVERSITY OF TORONTO

Published by Authority of the HON. JAMES A. MacKINNON, M.P., Minister of Trade and Commerce RCHANDISING

FILE "C"

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

minion Statistician: mief, Internal Trade Branch: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

atistician: 1. 7 - No. 8 A.C. Steedman, B.A. Year's Subscription, \$1.00 Single copies,

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1943

Country general store sales averaged 8 per cent higher in August this year than last according to reports received from approximately 580 of these general merchanlise stores located in the smaller towns and rural areas. All regions of the country except the northern and western parts of Ontario reported gains ranging from 1 per cent or southern Alberta to 18 per cent for nothern Saskatchewan. Decreases in northern und western Ontario were offset by an increase in the eastern part resulting in a gain of 3 per cent for the province as a whole. Alberta and British Columbia increased by 5 per cent; Quebec, 8 per cent; Manitoba, 9 per cent; the Maritime Provinces, 10 per cent and Saskatchewan, 16 per cent.

Allowing for the difference in number and sales importance of the business lays of August this year and last and for normal seasonal movements, sales in August were up 11 per cent over August last year but decreased by 4 per cent from July. There vore four Saturdays in August this year compared with five in August a year ago.

Sales for the first eight months of this year increased over the correspondng period of 1942 in all provinces, increases ranging from 10 per cent for Quebec and critish Columbia to 22 per cent for Saskatchewan; Alberta increased by 15 per cent; the Maritime Provinces, 17 per cent: Manitoba, 18 per cent and Ontario, 19 per cent. For anada as a whole the increase was 13 per cent for the eight-month period.

		August, 1947 August, 1947				gust, 1943 gust, 1942	
Region	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change
Taritime Provinces:	77	56	+ 9°5	Saskatchewan: North South	49 48	42 37	+17.6 +14.3
South North	38 34	26 20	+ 6.0 + 8.5	TOTAL	97	79	+16.4
COTAL	72	46	+ 7.7	Alberta: North South	48 74	29 34	+10.1 + 1.2
ntario: East ····· North····	41 28	32 11	- 0.2	TOTAL	122	63	+ 4+6
Vest	45 11 4	23 66	- 2.7 + 3.2	British Columbia:	48	35	+ 4.7
lanitoba:	49	31	+ 8.6	CANADA	579	376	+ 7.7

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

	EVENERATE NAME OF THE PERSON O				
British	A b B	100.8 103.4 101.2 100.8 124.7 134.4	118-3	130.6 129.5 138.2 131.3 121.3 127.0 129.7	1
Bri	T	108.6 113.6 111.5 109.1 112.8 120.8 134.2	125.1 133.5 116.1 146.3	105.0 98.8 121.1 129.2 140.2 141.1	+ 9.6
Alberta	В	98.1 102.5 102.5 103.1 120.0 135.5 146.0	122°1 128.0 137.7 145.2	148.4 165.6 140.6 151.7 155.9 165.9	ı
Albe	4	105.8 109.5 111.5 112.2 130.0 147.4 156.2	150-3 171-5 144-9 182-2	108,9 1112,5 1113,6 1143,3 145,7 157,3 157,3	+14.5
chewan	В	106.5 94.7 100.5 101.1 101.5 113.6 123.4 148.1	121.9	141, 148, 145, 145, 145, 165, 165, 165, 165,	
Saskatchewan	THE TAXABLE PROPERTY.	114.8 99.0 108.3 109.0 113.6 122.1 133.1 154.9	150.6	93.9 96.7 98.7 135.6 148.9 154.2	+21.8
toba	В	102°5 105°3 102°1 95°9 94°9 114°3 122°2 136°8	122.5	161.7 167.4 151.4 172.0 161.8 154.9 166.1	•
Manitoba	Ŋ	122°1 121°6 121°6 114°2 117°4 137°1 145°6 158°1	157.8 170.1 155.0 194.2	113.9 112.1 120.6 152.0 154.5 173.0	+18.3
Ontario	В	101.2 108.7 101.2 98.2 110.5 122.8 133.3	129.1 120.1 135.6	140.4 140.0 138.9 135.4 135.4 139.2	ı
On te	y	108.1 112.5 108.0 104.8 122.5 131.4 142.3	134.0 130.0 128.3 152.6	110.0 108.1 121.3 133.1 155.6 139.7 146.9	+19.1
oec oec	B	94.2 111.1 103.0 98.3 106.5 131.1 147.0	139.4 145.8 143.3 152.5	146.5 160.0 153.7 164.0 161.2 151.8 161.9	ŧ
One pec	A	103.5 118.4 113.1 108.0 121.5 144.5 161.5	139.4	109.0 114.6 137.8 149.8 187.1 170.1 178.6	9.6+
me	В	108.8 100.8 100.7 106.7 123.7 156.6	128.6 127.5 137.2 144.6	138.0 151.5 150.0 150.0 150.0 156.6	ē
Mariti	A	103.6 107.3 102.5 102.4 112.6 126.1 141.0	127.4 140.6 137.7 168.6	119.1 123.3 130.8 138.1 174.2 151.8 160.7	+17.4
1 D.A.	В	100.2 106.3 101.8 105.5 121.5 149.3	126.6 129.4 138.8 142.6	138.6 152.0 143.9 150.6 148.9 147.0 154.9	1
CANADA	V	108,3 111,5 110,1 100,1 107.7 118,4 131,6 145.3	139.7	108.4 110.1 122.1 140.2 160.0 151.2 164.3	+12.9
Year	Month	August, 1936 August, 1937 August, 1938 August, 1940 August, 1941 August, 1942 August, 1943	September October November December	J943 January February March April May June July	% Change, JanAug., 1943 JanAug., 1942

Indexes for July and August, 1943 are subject to revision.

Vol. 7 - No. 9

DEPT. OF POLITICAL SCIEN

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND CONTROLS
DOMINION BURBAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

September, 1943

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1943

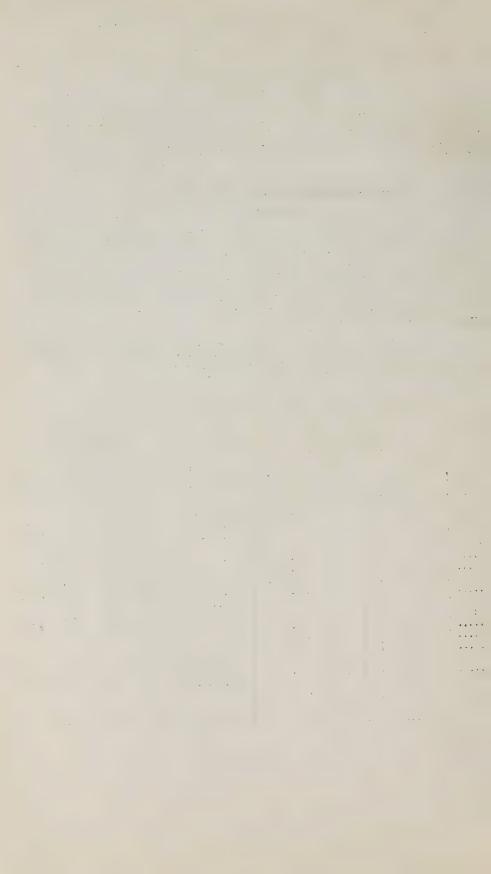
Country general store sales averaged 6 per cent higher in September this year than last according to reports received from over 560 of these general merchandise stores located in the smaller towns and rural areas. Gains ranging from 4 per cent to 15 per cent were reported by all regions of the country except Manitoba and the southern parts of Saskatchewan and Alberta where there were decreases of 1 per cent. In Saskatchewan and Alberta these decreases were offset by increases in the northern sections resulting in increases of 4 per cent for the province as a whole in each case. Sales in British Columbia increased by 4 per cent; Ontario and Quebec, 6 per cent and the Maritime Provinces, 15 per cent.

Allowing for the difference in number and sales importance of the business days of September this year and last and for normal seasonal movements sales in September this year decreased by 10 per cent compared with the previous month. There was the same number of business days in September this year as last.

Percentage Change in Country General Store Sales by Regions

September, 1943

	Sep	tember, 1942			Sept	ember, 194	2
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime Provinces:	73	55	+14.6	Saskatchewan: North South	45 45	30 26	+ 7.5
South North	40 36	28 23	+ 7.6 + 4.8	TOTAL	90	56	+ 4.4
TOTAL	76	51	+ 5.7	North	43 71	28 34	+11.0
Ontario: East ····· North ····	41 29	25 21	+ 5·3 + 6·4	TOTAL	114	62	+ 3•9
West	116	24 70	+ 5.5	British Columbia · · ·	47	31	+ 4.2
ianitoba:	48	23	- 0.7	CANADA	564	348	+ 5.7
							with one order

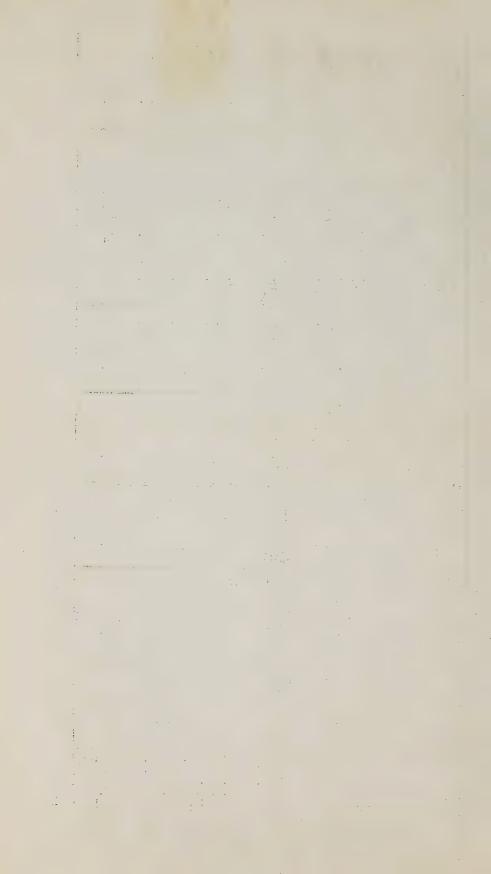


INDEXES OF COUNTRY GENERAL STORE SALES - (Average 10f 1935-1939 - 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1 1	1				1
British Columbia	В	99°1 102°8 102°5 98°8 110°2 113°3 122°8	122.2	130.6 128.5 131.3 131.3 131.3 127.0 1287.0	1
Bri Col	A	104.3 115.6 109.6 112.3 101.1 116.5 130.4	133.5	105.0 98.8 121.1 140.2 140.2 140.5 130.4	0.6 +
rta	В	97.9 103.3 103.0 111.0 101.7 105.3	128.0	148.4 165.6 140.6 151.7 155.9 166.0 146.0	
Alberta	A	119.9 127.1 127.7 141.5 121.1 129.6 150.3	171.5	108.9 1112.5 1113.6 145.3 145.7 143.3 157.4	+13.1
Saskatchewan	В	112.7 91.4 97.6 121.1 100.0 95.8 111.9	121.9	141.3 148.6 130.8 145.3 145.3 164.0 164.0	1
Saskat	Ą	151.0 123.0 132.5 168.9 130.2 158.9	181.1	93.9 96.7 98.7 132.6 148.9 152.2 154.9	+18.9
Manitoba	щ	102.5 110.7 199.3 111.3 101.9 122.5	135.2 154.4 161.1	161.7 167.4 151.4 172.0 161.8 154.9 164.0	
Mani	Æ	131.5 128.9 148.6 120.0 131.3 157.8	170.1 155.0 194.2	113.9 112.1 120.6 152.0 154.5 170.7 158.1	+15.4
rio	В	100.3 108.2 99.4 104.8 116.4 129.1	120.1 135.6 133.1	140.04 138.9 133.6 135.4 134.1 143.2 141.8	١
Ontario	A	103.6 112.4 104.0 112.7 105.8 120.9	130.0 128.3 152.6	1100.0 1008.1 121.3 133.1 155.6 139.7 162.4	+ 7.4
၁ဓ	В	99.4 110.5 101.2 107.6 125.9 139.4	145.8	146.5 160.0 160.0 161.0 161.2 161.3 163.2	1
One pec	A	98.9 110.5 101.9 111.5 125.9 139.4	159.3	109.0 114.6 137.8 149.8 187.1 170.1 173.9	+ 9.1
ime s	m	99.8 109.9 98.9 105.2 118.2 128.6	127.5	1338.0 1717.1 1717.1 1750.0 1750.0 1750.0 1760.0	ı
Maritimes	Ą	98.4 108.8 98.7 108.0 102.4 117.0	140.6	119.1 123.3 130.8 138.1 174.2 151.8 159.9	+17.0
DA	m	101.7 106.1 100.2 109.0 103.6 112.9	129.4 138.8 142.6	138.6 1452.0 1483.9 148.9 147.0 149.3	1
CANADA	A	112.9 117.2 112.1 126.1 111.0 124.1 139.7	153.9	108.4 1100.1 1220.1 160.0 161.2 164.6 176.5	+12.1
Year	and	September, 1936 September, 1937 September, 1938 September, 1949 September, 1941 September, 1942 September, 1943	1942 October November	J943 January March March April May June July August	% Change, JanSept., 1943 JanSept., 1942

Indexes for August and September, 1943 are subject to revision.



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Published by Authority of the HON. JAMES A. MacKINNON, M.P., Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:

Chief, Internal Trade Branch:

S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Herbert Marshall, B.A., F.S.S.

Statistician:

A. C. Steedman, B.A.

Vol. 7 - No. 10

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

OCTOBER, 1943

Country general store sales averaged 5 per cent higher in October this year than last according to reports received from approximately 580 of these general merchandise stores located in the smaller towns and rural areas. Gains ranging from one per cent for Manitoba to 12 per cent for the Maritime Provinces were reported by all regions of the country except the southern part of Saskatchewan where a decline of 11 per cent was recorded. This decrease was offset by an increase in the northern section, resulting in no change for the province as a whole. Sales in British Columbia increased by 2 per cent; Alberta, 4 per cent; Quebec, 6 per cent; and Ontario, 8 per cent.

Allowing for the difference in number and sales importance of the business days of October this year and last and for normal seasonal movements, sales in October this year were up by 9 per cent over October a year ago and increased by 6 per cent over September of this year. There was the same number of business days in September this year as last.

	COMPANION COMPAN	er, 1943 er, 1942			emilional materials and a	er, 1943 er, 1942	
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	ing an	Per Cent Change
Maritime Provinces:	74	59	+ 12.4	Saskatchewan: North South	50 42	36 16	+ 6.6 - 11.0
Quebec: South North	42 37	24 23	+ 7.2 + 5.5	TOTAL	92	52	+ 0.1
TOTAL	79	47	+ 6.0	North	44 70	22 37	+ 6.5 + 2.6
Contario: East North	41 31 48	29 · 23 32	+ 10.9 + 10.1 + 4.6	TOTAL	114	59	+ 4.1
TOTAL	120	84	+ 8.0	Columbia	47	32	+ 2.0
Manitoba	50	30	+ 1.1	CANADA	576	363	+ 5.3

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939-100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Voor ond linkh	CAN	CENADA	Maritimes	Quebec	Ontario	Wanitoba	Saskat- chewan	Alberta	British Columbia
a Court And Seco	A	В	A	A	A	A	A Section of the sect	A	A
i	220000000000000000000000000000000000000			6	000	0	0	8 028	0 20 5
October, 1936	119.6	200 2	2000	40.501	10800	00 FOT	10000	4000	7000
October, 1937 cocosocococo	124.6	108.7	118.8	119.6	80.00	230.00	144.8	130°T	115.6
19:38	114.6	6,66	102.0	110,3	8066	315,2	136.8	137.5	111,5
1939	000	106,7	300.8	114.8	103.8	1870	161.4	000000	104.5
1000	P	107.0	1 8 m	124	110.6	116.3	140.9	137.3	107.0
10 to	325.0	115,4	124.8	24400	120.4	133.5	137.8	133.7	123.3
	153,9	129.4	140.6	100 S	130.0	170°1	187	171.5	133.5
1943	162,0	141.4	158.0	168,8	24004	172.0	181.3	178.5	136.2
	nichlaness							marmal traffic	
(사) (사)	6	C C	E E	6 5	2. 00 04	- 77.5	6. 17. 17.	144.9	Em (m (C)
No section of the sec	2000	0000	10107	40 (40)	0000	000000	3 5	000000000000000000000000000000000000000	1 2 2
Decamber second coocea	7,000	3000	153,65	1500 cm	Lozzo	100 mm	#000 #000	2000	500 C
	- Andrews								
T GALZ	was a second				\$	1 6	0	0	0 0 0
Jamiany occococococo	108.4	143,3	000	C. 801	110,0	113.9	50 00 00 00 00 00 00 00 00 00 00 00 00 0	2000	Co COT
February occososososos	TOOT!	152.0	123 .3	114.6	108.1	200	2006	77.50	25. 25.
	2250	144.1	250.8	15 S	121,5	120.5	000	323.6	
	140.2	150.6	1389	149.8	13301	152.0	12000	145.3	2000
A GW	160,0	147,9	00°	784	155.6	154.5	135.6	145.7	140.2
	151.2	1.4400	151.8	TADI	139.7	1520	148,9	143.3	14101
Till V	164.5	155.1	1.59 .9	188,4	162.4	170.7	152.2	157.4	138.9
Allond Control of the	155.4	15001	154.0	194.9	150.3	158.4	153,4	154 .2	14207
Sentential of the sentential o	149.7	133,7	146.0	147.3	141,4	156.4	157.2	156.2	130°4
	162,0	141,4	158.0	168.9	140,4	172.0	131.3	178.5	136.2
% Change,									,
Jan. Oct.	+11.4	ŧ	+16.4	യ ന *	& - +	+13.6	+15.9	+11,9	+ & & &
JanOct., 1942									
	ACCIDENT TO CHANGE CONC.	Section Contraction Contraction	Circle/Circle/Circle/Oscilla/O	The same of the sa	Decadoros Carolinas	CONCRETE OF CHARGE STANDARD ST	Carcardon Carcardon Carcardon	Automontonio contra del contra de	Joseph Statement

Indexes for September and October, 1943, are subject to revision.

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DEPT. OF POLITI

Published by Authority of the HON. JAMES A. MacKINNON, M.P., Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

Vol. 7 - No. 11

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

1

November, 1943

Country general store sales averaged 12 per cent higher in November this year than last according to reports received from approximately 560 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 1 per cent for the southern part of Alberta to 22 per cent for the Maritime Provinces. Sales for the province of Alberta as a whole increased by 5 per cent; Saskatchewan and British Columbia, 7 per cent; Ontario, 11 per cent; Manitoba, 12 per cent and Quebec, 14 per cent.

Allowing for the difference in number and sales importance of the business days of November this year and last and for normal seasonal movements, sales in November this year were up by 8 per cent over November a year ago and increased by 6 per cent over October of this year. There was one more business day in November this year than last.

	-	per, 1943 per, 1942				r, 1943 r, 1942	
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Saskatchewan:			
Provinces:	73	62	+21.9	North	49	31	+ 9,0
				South	41	22	+ 3.2
Quebecs							
South	40	29	+14.5	TOTAL	90	53	+ 6.9
North	33	26	+13.1				
				Alberta:			
TOTAL	73	55	+13.5	North	46	35	+11.6
				South	72	46	+ 1.4
Ontario:							
East	41	34	+15.2	TOTAL	118	81	+ 5.3
North	29	2:2	+12.5				
West	44	32 · ·	+ 7.2	British			
				Columbia:	.45	33	+ 6.8
TOTAL	114	88	+11.1				
				CANADA	- 558	4.08	+11.6
Manitoba:	45	36	+12.1	Onnaph 00000		1.00	. 1100
				·			

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1	1 1											~ 2	2 ∞												
British Columbia	A	. 90	103.8	95.9	92.0	102.7	112.8	116,1	124.0		146.3		105.0	98°8	121.1	125.2	140.2	141.1	138.9	142.7	132.9	136.2	155,3	+ 8,4	
Alberta	A	9, 101	114.8	108,2	104.3	124,0.	124.9	144.9	152.6		182,2		108.9	112,5	113.6	145.3	145.7	143.3	157,4	154.2	156.9	178.5	152,6	+11.2	
Saskat- chewan	A	107.1	116.7	114.0	104.5	119.4	121.0	153.5	164.1		158.4		93.9	96°7	98,7	132.7	135,6	148.9	152,2	153.7	156.5	181,3	164,1	+14.8	
Ontario Manitoba	A.	. 6.96	116.6	107.6	101.4	128.4	137,4	155,1	173,8		194.2		113.9	112.1	120,6	152.0	154.5	152.2	170,7	158.4	156.1	172,0	173,8	+13.4	
Ontario	A	000	102,1	96.6	98°2	109.7	117.2	128.3	142.5		152.6		110.0	108.1	121.3	133.1	155.6	139.7	162.4	150.3	140.6	140,4	142.5	+ 800	
Quebec	A	ο. Ω.	106.6	10001	99,5	115,9	123.0	141.1	160,1		168,8	-	109.0	114.6	137.8	.149,8	187.1	170,1	188.4	174.7	147,8	168,9	160,1	60° 4	
Maritimes	.A	106.6	111.2	97.5	103,5	117.3	121,5	137.7	167.9	. *	, 168.6		119,1	123.3	130.8	138.6	174.2	151.8	159,9	154.0	147.7	158.0	167.9	+17.1	
ADA	М	100.3	1.05.7	99°3	97.5	108,6	1,18,4	138.8	150.2		142.6		143,3	152.	144.1	15C.6	.147.0	165 0	155,1	150,1	134.0	141,4	150.2	8	
CANADA	A I	100.3	109.3	102.2	100.6	116.1	121.7	129.2	155.3	ileu esca	165,4		108.4		122.1	140.2	160.0	151.2	164.6	157,4	148.1	162.0	155,3	 +11.4	confusion of name (unsub to
Year and Month		November 1936		November, 1938	November, 1939	November, 1940	November, 1941	November, 1942	November, 1943	0 0	December accessory	5240	January ,	February overcocococococo	March	April occossossossossos	May accoposocococococ	June occessors	July occocossississis	August	September	October	November	% Change, JanNov., 1943	JanNov., 1942

Indexes for October and November, 1943, are subject to revision.

DEPT. OF POLITICAL SCIENCE

UNIVERSITY OF THE MERCHANDISING THE C

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,

Minister of Trade and Commerce
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician: Chief, Merchandising and

Vol. 7 - No. 12.

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Merchandising and Services Branch:

A.C. Steedman, B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
December, 1943

Country general store sales averaged 11 per cent higher in December this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for the western part of Ontario to 19 per cent for the southern part of Saskatchewan. Sales for the province of Ontario as a whole increased by 6 per cent; Quebec, 8 per cent; Manitoba and British Columbia, 9 per cent; Alberta, 11 per cent; the Maritime Provinces, 17 per cent and Saskatchewan, 18 per cent.

All provinces reported increased sales for the year 1943 over the preceding twelve-month period, gains ranging from 8 per cent in Ontario to 17 per cent in the Maritime Provinces being recorded. Increases for the other provinces were 10 per cent for Quebec, 13 per cent for Manitoba, 15 per cent for Saskatchewan, 11 per cent for Alberta and 9 per cent for British Columbia. The increase for Canada as a whole amounted to 12 per cent.

Allowing for the difference in number and sales importance of the business days of December this year and last and also for normal seasonal movements, sales in December were up by 12 per cent over December a year ago and increased by 7 per cent over November of this year. There was one business day less in December this year than last.

-							
		Decem	ber, 1943		Decembe	er, 1943	
		Decem	ber, 1942		Decembe	er, 1942	
Region	Number of	Number	Per		Number of	Number	Per
*(1.82022	stores	report-	Cent	Region	stores	report-	Cent
	reporting	ing an increase	Change		reporting	ing an increase	Change
Maritime				Saskatchewan:			
Provinces:	71	62	+16.8	North	48	36	+14.2
				South	50	40	+19.1
Quebec:							
South	4.2	34	+14.0	TOTAL	98	76	+17.6
North	37	27	+ 5.8	TOTHER .		, ,	
	,			Alberta:			
TOTAL	79	61	+ 8.4	North	48	39	+17.6
				South	77	63	+ 6.8
Ontario:				DOUGH	' '	00	. 0.0
East	39	31	+ 7.2	TOTAL	125	102	+10.9
North	33	22	+ 7.1	TOTAL	120	102	+10.5
West	46	25	+ 4.4	D : 1 1 1			
TOTAL	3.18	78	+ 6.0	British Columbia:	45	35	+ 9.3
Manitoba:	49	39	+ 9.2	CANADA	585	453	+10.7
Maria Company of the Party of t		-					

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

Unadjusted. B. Index adjusted for number of business days and seasonal variations, A。

		College specification of college and college	And the second control of the second control	Communication of the Communica	undervolational circ. Spring Commercial of	and the state of t	-		
Year and Month	CAMADA	DA	Maritimes	Quebec	Ontario	Mani oba	chewan	Alberta	Sritish Columbia
	A	Ш	A	A	A	A	A	A	A
December, 1936	116.9	100.7	119,1	106.9	116.1	119,1	123,4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125,2	134.9	113.7	130,4	123.0
December, 1938	118.3	97.7	0.911	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121 .5	118.6	130,3	122.9	.136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	158.2	121.9
December, 1941	147,4	126.7	146.5	160.5	140,4	158.8	128,8	.160,5	134.8
December, 1942	165.4	142.6	168.6	168.8	152.6	194.2	158.4	182.2	146.3
December, 1943	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1943	0								
January	108.4	143.3	119.1	109.0	110.0	113.9	. 93.9	108.9	105.0
February	110,1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98°8
March	122,1	144.1	130.8	137.8	121.3	120,6	7.86	113.6	121,1
April	140.2	150.6	138.6	149.8	133,1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140,2
June	151,2	147.0	151.8	170.1	139.7	152,2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162,4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150,3	158,4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183,3	180.8	141.4
November	155.3	150,2	167.9	160,1	142.5	173.8	164.1	152,6	124.0
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159,9
% Change, Jan_Dec., 1943	+11.5	ı	+17.0	က တီ +	+ 7.8	+12.9	+15.1	+11.3.	ග ග +

Indexes for November and December, 1843, are subject to revision.

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UNIVERSE IN MERCHANDISING

Published by Authority of the HON. JAMES A. MacKINNON, M.P., Minister of Trade and Commerce

> DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Merchandising and Services Branch:

S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

A. C. Steedman, B. A.

Vol. 8 - No. 1

Year's Subscription, \$1.00 Single copies. .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES January, 1944

Country general store sales averaged 9 per cent higher in January this year than last according to reports received from 570 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the northern and western parts of Ontario reported gains ranging from 5 per cent for the southern section of Quebec to 19 per cent for the southern part of Saskatchewan. Slight declines in the northern and western parts of Ontario were offset by an increase in the eastern section resulting in a gain of 3 per cent for the province as a whole. Sales in Manitoba increased by 6 per cent; Quebec, 8 per cent; British Columbia, 9 per cent; Alberta, 11 per cent; the Maritime Provinces, 15 per cent and Saskatchewan, 17 per cent.

Allowing for the difference in number and sales importance of the business days of January this year and last and also for normal seasonal movements, sales in January were up by 13 per cent over January a year ago and increased by 1 per cent over December last year. There was the same number of business days in January this year as last but only four Saturdays as against five a year ago.

A STORY AND A STORY OF THE STOR			ry, 1944 ry, 1943		January January	7, 1944 7, 1943	
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	report-	Change
Maritime Provinces:	70	49	+15.2	Saskatchewans North South	48 47	38 42	+16.2 +19.2
South	· 40 36	27 25	+ 5.0 + 9.3	TOTAL	95	80	+17.3
TOTAL	76	52	+ 7.9	North	47 74	35 54	+1.3.6 + 9.6
East North	38 29 48	22 14 21	+ 8.6 - 0.9 - 0.4	TOTAL	121	89	+11.1
West	115	57	+ 2.5	Columbia:	46	32	+ 9.0
Manitoba	4.7	34	+ 6.2	CANADA	570	393	+ 9.4

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

British	A	(a) 828,9 828,9 838,5 1010,6 1010,6 105,0 140,5 140,5 140,5 140,5 140,5 140,5 140,5 156,4 156,4 156,4 156,5 166,6 178,5 17	
Alberta	A	0.027 0.	1.011
Saskat-	A	65.28 66.89 65.0 65.0 770.7 688.9 93.9 110.1 132.7 132.7 148.9 1156.5 1157.7 1156.5 110.1	0
Manitoba	A	6	7.0
Ontario	A	747 800.2 80.3 1005.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0 1100.0	
Quebec	А	(877 (877 (877 (877 (877 (878 (878 (878 (978	
Maritimes	A	888.08888.0888.088.088.088.088.088.088.	4.00.4
1DA	B	(a) 1001 1005 1006 1	i
CANADA	A	(a) 777.3 78.2 78.2 73.1 81.7 81.7 81.7 81.7 81.7 81.6 81.6 82.1 118.6 118.6	° ° ° ° ° ° ° ° ° ° ° ° ° ° ° ° ° ° °
Year and Month		January, 1936	January, 1943

Indexes for December and January, 194 4. are subject to revision.

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,

Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

Dominion Statistician:

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Vol. 8 - No. 2

Year's Subscription, \$1.00 Single copies. .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES February, 1944

An average increase of 12 per cent in country general store sales was registered in February this year compared with February a year ago according to reports received from approximately 570 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for Manitoba and northern Alberta to 21 per cent for southern Saskatchewan. Sales in Ontario and Alberta increased by 8 per cent; British Columbia, 12 per cent; Quebec, 13 per cent; Saskatchewan, 15 per cent and the Maritime Provinces, 18 per cent.

Allowing for the difference in number and sales importance of the business days of February this year and last and also for normal seasonal movements, sales in February were up by 8 per cent over February a year ago and increased by 2 per cent over last month. There was one more business day in February this year than last.

	STATE SHIP THE PARTY	mry. 1944 mry. 1943		Carrie Con		ary, 1944 ary, 1943	MC/MCPH/Service - HCSBHSSHACHING
		Number				Numb er	
Region	Number of	report-	Per	Region	Number of	1	Per
	stores	ing an	Cent		stores	ing an	Cent
	reporting	increase	Change	CONTRACTOR	reporting	increase	Change
Maritime				Saskatchewan:			1
Provinces:	72	59	+18.4	North		31	+10.6
				South	49	47	+21.3
Quebec:							- Bud
South	41	31	+14.1	TOTAL	91	78	+14.6
North	37	26	+12.7				Property
				Alberta:			
TOTAL	78	57	+13.1	North		30	+ 4.2
				South	69	52	+10.1
Ontario:							
East	40	29	+11.0	TOTAL	117	82	+ 7.9
North	31	22	+ 6.4				
West	47	25	+ 6.3	Bri ti sh			diane.
				Columbia:	46	38	+12.0
TOTAL	118	76	+ 7.9				elle-rou
				CANADA	572	422	+11.6
Manitoba:	50	32	+ 3.9				
Continue of the last of the la		and the state of t					

INDEASS OF COUNTRY CENTRAL STORE SAIRS -- (Arepage for 1955-1969 -- 100)

Year and Month		N. L. S.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Suebec	entario	Manitobs	Saskat- chewan	Alberta	British Columbia
THE PROPERTY OF THE PROPERTY O	- Same in the same of	The state of the s	An acres and a contract of	Section Carlo Contraction	St.	A STANSON OF THE PERSON OF THE	No. of Contract of	H H	A
February, 1936	04	Ø	<u></u>	ø	76.2	65.0	63,53	68.6	(a)
1937	7360.	\$00°	0	30°	82.0	7.59	620%	69.3	77.5
February, 1938	100	207.0	63.5	30	80.4	75.9	68.5	71.02	81.2
February, 1959	3C.B	9%6	2000	(N)	73.4	67.0	6104	65.2	77.9
February 1940	79.3	105.4	03	0.00	880.0	75.2	689	75.8	81.8
February, 1941	52.1	600	35.0	क े क	84.6	76.6	66.8	78.2	84.1
February, 1942 occosors	94.9	130 .7	105.2	99.8	660	8006	96.8	91.5	92.9
February, 1945	110011	152.0	123.3	114.6	108.1	1120.1	2.96	112.5	98°3
February, 1944	222	45 45 74	0.945	129.6	116.6	116.5	110.8	121.4	110.7
Z C	X.S G7*****						truco-ca	COMPACT	
MATCH	000 000 000 prof	144	130.8	000	63	120.5	0000	50	end Sold
pril concessors	000	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
	160.0	4	174.2	187.1	155.6	154.5	135.6	145.7	140.2 0
June occosorosorosoros	1.3 0 1.3 1.3	147.0	151.8	17001	133.7	15202	148.9	143.3	1000000000000000000000000000000000000
July occossions	364.6	155.1	0) 00	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	15500	400	Se of
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	185.7	202.1	159.9
770	d=-0=-0s						Charles		
January	118.6	161.2	13000	377.6	132.8	121 .0	110.1	121.0	114.5
Februery	122.9	164.1	146.0	9.677	116.6	116.5	110.8	121.4	110.7
% Change,	LI C			(U	r L	9		u C
Jan. Feb., 1943	COOT+	3	0007	000	y	ਰ ੰ ਨੇ	6°07+) h	C OT+
1943									
	The state of the s	Service Constitution Color	Description Constitution of the Constitution o	principal construction of the construction of	The second secon	PORTON AND AND AND AND AND AND AND AND AND AN	Statement of the statem	The state of the s	PERSONAL PROPERTY.

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Indexes for January and February, 1944 are subject to revision.

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Published by Authority of the HON. JAMES A. MacKINNON, M.P.,

Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steedman, B.A. Vol. 8 - No. 3

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES March, 1944

Dollar sales transacted in country general stores in March this year were valued 12 per cent higher than the sales realized in March, 1943, according to reports received from 499 general merchandise stores located in the smaller towns and rural areas. The 12 per cent gain was shared by all regions of the country, increases ranging from 2 per cent in the northern part of Ontario to 30 per cent for the southern part of Saskatchewan. Gains recorded for the provinces were as follows: Maritime Provinces, 13 per cent; Quebec, 11 per cent; Ontario, 6 per cent; Manitoba, 8 per cent; Saskatchewan, 25 per cent; Alberta, 17 per cent; British Columbia, 6 per cent.

Allowing for the difference in number and sales importance of the business days of March this year and last and also for normal seasonal movements, sales in March were up by 11 per cent over March a year ago but declined 3 per cent from February. There was the same number of business days in March this year as last with four Saturdays in both months.

		arch, 1944 arch, 1943		The State of the S		arch, 1944 arch, 1943	
Region	Number of stores reporting	report-	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Saskatchewan:	1		
Provinces:	68	51	+12.8	North	37	34	+17.2
				South	47	45	+30.3
Quebec:							
South	38	27	+11.7	TOTAL	84	79	+24.6
North	36	24	+ 9.3				
				Alberta:			
TOTAL	74	51	+10.6	North	37	31	+15.6
				South	56	50	+17.9
Ontario:							
East	36	26	+12.5	TOTAL	93	81	+17.2
North	29	16	+ 1.8				
West	38	22	+ 4.7	British			
				Columbia	35	26	+ 6.2
TOTAL	103	54	+ 6.4				
				CANADA	499	385	+11.5
Manitoba:	42	33	+ 8.4				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

British a Columbia	A			92.4		93.6	98°8	104.0	30-Addae	128.6		-	-	-					126.4		e constant de la cons	.o	110,7	-		ල හි +
Alberta	A	77.3	85.2	83.1	77.1	86.9	89.1	102.0	114.1	132,9	anin alike er	145.3	145.7	143.3	157.4	154.2	156,9	180,8	153.3	202,1		* 122.8	121.4	132,9		+12,9
Saskat- chewan	A	71.3	81,3	75,1	71.2	80.4	78.6	92.7	98°1	120.4		132.7	135.6	148.9	152.2	153.7	156.5	183,3	167.0	183,7		110,7	110.8	120.4		+18,2
Manitoba	A	72.3	84.1	88.2	81,5	87.1	92,4	102.7	121,3	130.7		152.0	154.5	152.2	170.7	158,4	156.1	172,1	174.4	212,1	,	118.5	116.5	130.7		ក ភ្នំ ÷
Ontario	A	81.6	91.9	93.5	83.1	89°6	97.0	109.0	121.3	129.3		133,1	155.6	139.7	162,4	150,3	140.6	140.9	143.3	161.8		112.6	116.6	129.3	March Harris	÷ 2° e
Onepec	A	78.6	92°6	99°5	91.0	94.2	104.4	122.6	137.3	151.7		149,8	187.1	170°1	188,4	174.7	147.8	173.6	160.3	183.0		124.2	129.6	151.7		+12,2
Maritimes	A	84.0	92°6	90°7	83.6	93°5	98°1	107.9	130.7	147.5	and the same of th	138.6	174.2	151,8	159.9	154.0	147.7	157.2	165.9	196.9	Sa. Wasqiisi	137.4	146.0	147.5		+15.5
CANADA	В	96.2	105,7	106,3	97.1	105.7	112.2	131,4	143.9	159.8		150.6	147.9	147.0	155,1	150.1	134.0	143.2	150.8	160.2		163.5	164.1	159.8		1
CA	A	78.8	89.3	90°0	82.8	89°6	95.0	107.9	121,9	136.1		140.2	160.0	151,2	164.6	157.4	148.1	164.1	156.0	183.1		120,2	122.9	136.1		+11.3
Year and Month		March, 1936	March, 1937	March, 1938	March, 1939	March, 1940	March, 1941	March, 1942	March, 1943	March, 1944	1943	April	May	June	July	August	September	October	November	December	1944	January	February	March		JanMar., 1944

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Dominion Statistician:

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steedman, E.A. Vol. 8 - No. 4 Year's

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
April, 1944

Country general store sales averaged 11 per cent higher in April this year than last according to reports received from 579 of these general merchandise stores located in the smaller towns and rural areas. The 11 per cent gein reflects an increase in trading activities in all regions of the country, gains ranging from 1 per cent in the northern part of Ontario to 17 per cent in the southern section of Alberta. Sales increased by 2 per cent in British Columbia, 5 per cent in Manitoba, 6 per cent in Ontario, 9 per cent in Quebec, 14 per cent in Saskatchewan, 15 per cent in Alberta, and 16 per cent in the Maritime Provinces.

Allowing for the difference in number and sales importance of the business days of April this year and last and also for normal seasonal movements, sales in . April were 17 per cent over April a year ago and increased by 10 per cent over March, 1944. There were five Saturdays in April of the current year as compared with four Saturdays in April, 1943, but there was one more business day in April of last year than this.

e a come mente que propore con esta en encuentra en el mande de come d	April 1	oril, 1944 oril, 1943			*1000	oril, 1944 oril, 1943	
Region	Number of stores reporting	Number report- ing an increase	Per Cent	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change,
Maritime Provinces: Quebec: South North	75 40 36	58 25 27	+16.3 + 3.2 +15.0	Saskatchewan: North South TOTAL Alberta:	41 49 90	35 41 76	+15.3 +12.4 +13.7
TOTAL Ontario: East	76	52	+9.0	North South TOTAL	50 72 122	32 64 96	+11.9 +17.1 +15.4
North West	30 46 117	19 27 67	+ 0.8 + 6.3 + 6.4	British Columbia:	49	33	+ 2.0
Manitoba:	50	34	+ 5.4	CANADA	579	416	+11.0

INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA	A	Maritimes	Quebec	Ontario	Manitoba	Sasket- chewan	Alberta	British Columbia
The state of the s	V	B	A	V	W.	A	A	A	A A series and the series are
	89.3	7.96	7.16	84.0	96.1	79.5	86.3	7.06	95.4
April, 1937	97.2	1.701	100:3	95.0	100.4	87.4	94.2	97.2	103.3
-	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
_	7.68	97.0	88.0	88.6	87.8	91.1	8.4.8	93.8	7.66
	95.7	103.5	95.0	95.5	6.96	100.2	91.3	93.6	102.3
_	108.2	117.5	103.6	117.9	111.2	108.4	93.7	110.0	105.2
	123.0	133.1	117.0	138.3	127.7	123.3	104.7	121.8	113.2
	8.071	151.3	139.2	150.9	131.7	153.4	134.9	146.4	130.4
_	155.5	175.9	161.2	167.5	6.171	160.2	151.5	167.2	131.8
10/2					o-e-ja				
Mey	160.0	147.9	174.2	187.1	155.6	157.5	135.6	7.5.7	170.2
June	151.2	147.0	151.8	170.1	139.7	152.2	1,48.9	143.3	1/1.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	7.251	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	1,48.1	134.0	147.7	147.8	170.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	1,40.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
7761	,				***************************************	- NB	BOYMAL AL SORT		
Jenuery	120.2	163.5	137.4	124.2	112.6	118.5	7.011	122 8	٤ / ١١
February	122.9	164.1	176.0	129.6	116.6	116.5	110.8	121.4	110.7
Larch	136.1	159.8	147.5	151.7	129.3	130.7	120.7	132.9	128.6
% Change.	155.5	175.9	161.2	167.5	141.9	160.2	151.5	167.2	131.8
JanAnril. 1977	+13 6		0 761				# .		
JanApril, 1943	0.01	1	0.01+	+11.3	+ 6.2	+ 5.5	+17.0	+13.2	+ 7.6
						gh 40ml	Paradhari		

Indexes for March and April, 1944 are subject to revision.

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Dominion Statistician:

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Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY CENERAL STORE SALES

Country general stores located in the smaller towns and rural areas of Canada reported 9 per cent more business transacted in June this year than last, according to statements received from 568 general merchandise stores. The 9 per cent gain reflects an increase in the dollar volume of trading in each of the provinces, gains ranging from 19 per cent in British Columbia to 3 per cent in Manitoba and Ontario. Sales were 11 per cent higher in the Maritime Provinces, 10 per cent in Juebec, 3 per cent in Ontario, 3 per cent in Manitoba, 8 per cent in Saskatchewan, 13 per cent in Alberta, and 19 per cent in British Columbia.

The adjusted index, which makes allowances for the difference in number and importance of business days and for normal seasonal movements, stands at 158,2 for June, 1944, 7 per cent above the June, 1943 level. There were 26 business days including 4 Saturdays in June of both this year and last.

The state of the s		June, 1944 June, 1943				June, 1944 June, 1943	Control of the Contro
Region	Number of stores reporting	Number report- ing an increase	Fer Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Saskatchewan;			
Provinces:	70	53	+11.0	North	41	31	+11.0
				South	49	38	+ 6.0
Quebec:				TOTAL	90	69	+ 8.2
South	41	29	+12.2				
North	35	24	+ 7.3	Alberta:			
TOTAL		53	+ 9.8	North	50	35	+11.6
				South	68	59	+13.0
Ontario:				TOTAL	118	94	+12.6
East	42	23	+ 1.7		,		
North	32	22	+ 4.1	British			
West	45	. 29	+ 4.7	Columbia:	48	41	+19.2
TOTAL	119	74	+ 3.4				
				CANADA	. 568	413	+ 9.3
Manitoba:	47	29	+ 2.6				
20000							

INDEXES OF COUNTRY CENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CAN	CANADA	Maritimes)uebec	Ontario	Manitoba	Saskat- chewan	Alberta	British
	A	В	A	V	A	A	A	A	A
June, 1936	100.4	97.2	101.7	106.5	103.8	94°4	92.1	93°9	102.7
June, 1937	109.4	106.0	109.9	122.3	110.8	100.9	96.8	96,9	117.6
June, 1938	110.9	107.1	104.1	1.25 .8	109.3	110.9	101.4	100,7	117.1
June, 1939	102.4	98°0	10001	114.5	103.5	0°66	86.0	93°8	114.9
June, 1940	110.2	106.9	104.8	125.0	110.4	102.5	97.5	104,8	115.1
June, 1941	115.8	115.3	108.2	134.4	114.7	111.07	102.7	108.7	116.9
June, 1942	132.2	127.8	126.6	160.6	129.6	130.5	106.6	122.2	132.0
June, 1943	151.9	147.7	151.8	168.9	139.4	155.3	150.6	144.0	143.6
June, 1944	164.7	158.2	168.5	185.2	144.7	156,2	162.6	. 161.2	168.2
		Carlon Carlon	ÇA102 mi			OCHIN			
1943		etti. (g) un	Condon			(American)			
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	
August.	157.4	150°1	154.0	174.7	150.3	158.4	153.7	154.2	142.7 8
September	148,1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	152.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126,4
December	183,1	160.2	196.9	183.0	161,8	212.1	183.7	202,1	1.59.9
	CAMINE	en augh	COR COM						
1944		-000				of part (Sept	-the ross.		
January	120.2	163.5	137.4	124.2	112.6	118.5	110.7	122.8	114.3
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
March	136.9	160.6	149.4	152,5	129.8	130.0	120.6	131,2	153.3
April	153.8	174.1	162,0	164.3	141.6	159.0	145.6	166.4	135.5
May occosococo	172.3	159.4	198°8	194.0	163.4	158.1	151,5	161.7	153.8
June	164.7	158.2	168.5	185.2	144.7	156,2	162.6	161.2	168.2
% Change.		ex Down	ma _{es} (con buil er						
JanJune, 1944	6.6+	8	+15.0	+ 8°9	+ 5.5	+ 4.1	+13.5	+12.3	+11.1
JanJune, 1943			ang) In (Territor)			aud in-vell-rei dell			
						naive Shee			
			de la contracta de la contract		The same of the sa		-	And the second s	

Indexes for May and June, 1944 are subject to revision.

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Chief, Merchandising and Services Branch: A.C. Steedman, B.A. Vol. 8 - No. 7

Year's Subscription, \$1.00 Single copies. .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JULY, 1944

July dollar sales realized by country general stores increased 4 per cent over the volume of business transacted in July, 1943, according to data received from 731 of these general merchandise stores located in the smaller towns and rural areas of Canada. The 4 per cent gain is smaller than the monthly increases recorded for the first half of the year, when increases ranged from 9 to 12 per cent. Manitoba experienced a minor decline of 1 per cent, while the other regions of the country reported the following increases in sales over 1943: Maritime Provinces, 5 per cent; Quebec, 6 per cent; Ontario, 2 per cent; Saskatchewan, 3 per cent; Alberta, 4 per cent; British Columbia, 11 per cent. The general unadjusted index of sales, on the base, 1935-1939=100, stands at 170.5 for July, 1944; 169.1 for June, 1944 and 164.0 for July, 1943. Cumulative sales for the January-July period advanced 9 per cent above the volume of business transacted in that period last year.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stood at 161.3 for July, 1944, down slightly from those for the immediately preceding months which stood at 162.2 for June and 164.1 for May. There were 25 business days including four Saturdays in July, 1944 while there were 26 business days with five Saturdays in July last year.

6. — Viguellagen — Viglage ()— Viguellage ()— Vi		July, 194 July, 194		Change (Change) (Chan	ac vogalys () New (Open July Ann July (Mg) () New (Open July Ann July A	July, 194 July, 194	
Region	Number of stores reporting	Number report- ing an increase	Fer Cent Change	Region	Number of stores reporting	Number report-ing an increase	Per Cent Change
Maritime	1	ELD-11-34-CO-MANDO-1-A-17-MAN		Saskatchewan:			THE REAL PROPERTY OF THE PARTY
Provinces:	122	81	+ 5,0	North	56	34	+ 3.4
	The state of the s			South	53	30	+ 2.3
Quebec:				TOTAL	109	64	+ 2.8
South	42	28	+ 5.2				
North	53	36	+ 6.1	Alberta:			
TOTAL	95	64	+ 5.7	North	47	33	+ 107
				South	72	47	+ 4.5
Ontario:			2.5	TOTAL	119	80	+ 3.6
East	65	36	+ 1.7				
North	42	22	+ 1.7	British			
West	68	36	+ 1.2	Columbia:	55	42	+10.9
TOTAL	175	94	+ 1.5	,			
Manitoba:	56	34	- 1.4	CANADA	731	459	+ 3.8

B. Index adjusted for number of business days and seasonal Variations. INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100) A. Unadjusted.

	British	Columbia	A 103 1	118.6	110.6	106.7	107.6	116.7	125,1 138,5	153.6	0	140.8 w	134.8 1	143.1	126.3	7.°00T		114.4	117.6	135.5	136.9	157.0	167.3	. 9°22T		۲) د	9
	Alberta	V	95.0	98.2	97.4	93.7	101.0	114.4	150.4	2020		154.2	156.9	180.8	100°00°00°00°00°00°00°00°00°00°00°00°00°		Brighton	122.5	121.4	127.1	166.4	152.3	161.1	70%0	-	4 9,4	
	Saskat-	0	89.5	8.96	97.8	88°3	91.8	103.1	152.1	100° C		154.4	157.6	1,78°22	183.4		in dengan	111.0	111.7	122.0	151.1	156.3	163.5	000		+12.7	
	Manitoba	A	102.1	112.3	.112,9	106.4	.105.9	120°53	166.9	9	E L	155.7	7,000	177.4	201.4			104°7	TIG. K	101.9	100° 00	7500	164.6		Over Sine	+ 3.1	Militar et programa de la companya d
The state of the control of the state of the	Ontario	A	108,3	125.6	118.6	109°2	27.62	143 9	158.3		0,0	141 8	137	142.2	163.9		,	101 o	727 2	74000	757	146.7	160.7	Production of the second	PAROMHE	+ 5°4	Perincenau
And the second s	Quebec	A	107.3	125 c	184.5	150.0	749.6	169.1	186.9		173 0	149.0	175.7	160.6	184.2		0 0 0	70 701	154.5	167 %	206 4	199.4	197.7	POTENCIA MARIA		4 9.7	ele-casc
The second secon	Maritimes	A	102.4	1020	40.00	103 5	120.1	133.6	165.9	OOADian	1597	152,6	161.0	166,3	202.8		141.3	148.4	155,4	165,0	206.4	173.4	174.2	e de la constanta de la consta	7000	+13.2	
	CANADA	n	95.7	104.4	0.66	104.7	118.6	132.0	154.6	Pi-diffulpro.	150.0	135.5	142.9	150.9	161,3		162.2	165.3	163.7	176.7	164.1	162,2	161.3	Print the Control	-	i	
	- 1	W	102.0	111.1	104.9	111,2	125.9	141.2	164.0	,	157.2	149.5	163,5	156.1	7 % % T		119.5	123.9	139.1	156.1	177.7	169.1	170.5	**************************************	1	4°6	
	Year and Month	Annual Services (C.C.) a major algorithmic control (C.C.). Prof. C.C.) for the control of the C.C. and the control of the C.C. and the	July, 1936						July, 1945	1943	August	September	Uctober	November	· · · · · · · · · · · · · · · · · · ·	1944	January	February	March	April	May	June	July occososososos	% Change,	Tor white mel	Ten Till 1047	منتن تعبر ، تعبر

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Vol. 8 - No. 8

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
AUGUST, 1944

Country general store sales were 11 per cent higher in August of this year than last, according to statements received from 774 of these general merchandise stores situated in the smaller towns and rural areas of Canada. The 11 per cent gain is larger than the 4 per cent increase recorded in the July comparison but is in line with the pattern of trading witnessed in the first six months of the year. All regions of the country shared in the gain, increases ranging from 5 per cent in the southern areas of Quebec to 21 per cent in the northern part of Alberta. The general unadjusted index of sales, on the base 1935-1939 = 100, stands at 174.2 for August, 1944; 170.5 for July, 1944; and 157.2 for August, 1945. Aggregate figures for the eight months of this year reveal a 10 per cent increase in dollar sales over the January-August period of 1943.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 160.7 for August, 1944, on a par with the seasonally adjusted sales index of 159.9 for July, 1944. There were 27 business days including 4 Saturdays in August, 1944 while August last year had 26 business days with 4 Saturdays.

O Department		igust, 1944 igust, 1945				igust, 1944 igust, 1943	
1100202	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Saskatchewan:			
Provinces:	127	99	+13.6	North	60	50	+14.3
0				South	53	41	+15.9
Quebec:	49	27	+ 5.3	TOTAL	113	91	+15.1
South	60	46	+ 7.7				
TOTAL	109	73	+ 6.7	Alberta:			
TOTAL	109	73	+ 0.7	North	50	42	+21.2
Ontario:				South	70	65	+15.7
East	75	44	+14.0	TOTAL	120	107	+17.5
North	43	32	+ 3,1				
West	74	52	+ 8.7	British			
TOTAL	192	128	+ 5.3	Columbia:	56	49	+17.5
Manitoba:	. 57	43	+ 6.8	CANADA	774	590	+11.4

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100) usted. B. Index adjusted for number of business days and seasonal variations. A. Unadjusted.

August, 1936	CANADA	ADA	Maritimes	Quebec	Ontario	Manitoba	chewan	Alberta	Columbia
1	A	В	A	A	A	A	A	A	A
						The state of the s			
	108.3	100.2	103.6	103.5	108.1	122,1	114,8	106.8	108°6
August, 1937	111.5	106.3	107.3	118,4	112,5	121.6	0°66	109.5	113,6
August, 1938	110.1	101,8	102.5	113,1	108.0	121.6	108,3	111.5	111,5
	107.7	99.7	102,4	108.0	104.8	114.2	109.0	112.2	109.1
1940	118,4	105.5	112.6	121.5	122,5	117.4	113,6	122,2	112.8
	131.6	121,0	126.1	144.2	131.4	137.1	122,1	130.0	120.8
August, 1942	146.6	135,3	145.8	162.7	143,8	145.3	133,1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.2	160.7	181.4	185.9	156.8	164.2	177.4	181.6	165.4
								ela (line de Cina)	
September	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	154.8 1
October	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1 W
November	156,1	150.8	166.3	160.6	142,2	177.4	1.67.2	153.3	126.3 1
December	184.5	157.0	202.8	184.2	163.9	2010.4	185.4	203.5	166.7
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121,2	118.2	111.7	121.4	117.6
Warch	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142,2	158.8	151,1	166,4	136.9
May was	177.7	164,1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June June	169.1	163,4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July cocossesses	170.5	159.9	176.7	196.6	161.0	164.7	157,1	162.9	151,2
August	174.2	160.7	181.4	185.9	156.8	164.2	177.4	181.6	.165.4
			U	0	i U	2	25	¥ 0[4	נ סנד
JanAug., 1944	+	1	C°CT+	+))	+	7.071	0	

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Chief, Merchandising and Services Brangh: A.C. Steedman, B.A.

Vol. 8 - No. 9 Year's Subsci

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
SEPTEMBER, 1944

September sales transacted by country general store merchants were valued 16 per cent higher than the dollar business realized in September, 1943, according to reports received from 765 of these general merchandise stores situated in the smaller towns and rural areas of Canada. The 16 per cent increase is greater than gains recorded in the earlier month comparisons, gains ranging from 4 per cent in July to 12 per cent in February and March being recorded. The general unadjusted index of sales on the base 1935-1939 = 100, stands at 172.0 for September, 1944; 174.4 for August, 1944; and 149.5 for September. 1943.

The marked increase in country general store sales in September compared with earlier months reflects increased purchasing power arising from active grain and livestock markets. The number of bushels of grain delivered to elevators was more than 50 per cent greater in September of this year than last. Cattle, calves and sheep marketings were also at high levels. These factors were practicularly effective in stimulating retail sales in the western provinces, gains ranging as high as 30 per cent for the northern part of Saskatchewan being recorded.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 154.5 for September, 1944, 4 per cent below the seasonally adjusted sales index of 161.0 for August, 1944. There were 25 business days and 4 Saturdays in September, 1943, while September this year had 25 business days and 5 Saturdays.

		tember, 19				tember, 194 tember, 194	
Region	Number of stores reporting	Number report- ing an increase	Fer Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime Provinces:	129	104	+13.7	Saskatchewan: North South	63 59	60 53	+29.6 +19.9
South		34 43	+ 7.8 + 8.0	TOTAL	122	113	+24.5
TOTAL Ontario:	106	77	+ 7.9	North	47 66	40 59	+19.0 +21.1
East North	42	41 23 47	+12.9 + 8.7 + 6.1	TOTAL	113	99	+20.3
TOTAL	182	117	+ 3.5	Columbia:	55 765	50 612	+20.1

INDEEDS OF COLUMNY CHARAL STORE SAIDS -- (Average for 1935-1939 = 100) usted. B. Index adjusted for number of buginess days and seasonal variations. A. Unadjusted.

British Columbia	A	104.3	115.6	109.6	112.3	101	116.5	126.5	134.8	161.9		145.1	126.3	166.7	-	114.4	117.6	135.5	136,9	157.0	167.3	151.2	165,6	161.9		+13.1	
Alberta	A	119.9	127.1	127.7	141.5	121.1	129,6	150,3	156.9	188.8		180,8	153.3	203.5		122.5	121.4	127.1	166.4	152.3	161.1	162.9	182.1	188.8		+11.9.	
Saskat- chewan	A	151.0	123.0	132.5	168.9	150.2	128.9	151.7	157.6	198.6		178.2	167.2	183,4		111.0	111.7	122.0	151.1	156.3	163.5	157.1	177.7	198.6	A8	+14.8	
Manitoba	A	131.5	142.7	128.9	148,6	120.0	131.3	156.1	155.2	183.3		170.5	177.4	201.4		104.7	118,2	131.9	158,8	168.0	156.0	164.7	164.3	183.3		+ 5.4	
Ontario	A	103.6	112.4	104.0	112,7	105.8	120.9	135,3	141,8	154.6	gen edgene class	137.1	142.2	163.9		116.4	121.2	134.3	142.2	167.7	146.7	161,0	156.8	154.6		6,5	and the
Quebec	<₫	98.9	110.5	101,9	111.5	104.0	125,9	139.0	149.0	160.8		175.7	160,6	184.2		279.2	124.7	154.5	167.3	206.4	199.4	196.6	185.7	160.8		+ 9,1	
Maritimes	A	98,4	3,801	98°.7	108.0	102,4	117.0	131.2	152,6	173.5		161.0	166.3	202.8		141.3	148.4	155.4	165.0	206,4	. 173,4	176.7	182,4	173.5		+13.6	
CANADA	n	101.7	106.1	100.2	109.0	103.6	115.9	130.9	129,1	154.3		146.1	150.8	157.0		160.5	1.62.1	163,1	176.0	164.1	163.4	159.9	161.0	154.3		ı	- Control
CAL	V	112,9	.117,2	112,1	126.1	111:0	124.1	140.6	149.5	172.0		163,5	156.1	184.5		119.5	122.9	129°1	156.1	177.7	169.1	170.5	174.4	172.0		+10.2	
Year and Month	And the second section of the second					i r				September, 1944	1343	October	November	December	1944	January	February	Larch	April	May	June	July	menst	September	% Change,	JanSept., 1944	JanSept., 1945

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

Dominion Statistician:

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. 8 - No. 10

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES OCTOBER, 1944

Country general store sales realized in October of this year advanced 6 per cent over the dollar volume of business transacted in October, 1943, according to statements received from 782 of these general merchandise stores situated in the smaller towns and rural areas of Canada. Gains ranging from 1 to 15 per cent were reported by all regions of the country except the eastern and western areas of Ontario. Sales declined by 3 per cent in eastern Ontario while western Ontario business remained on a par with October, 1945. Increases registered by the provinces are as follows:
Maritime Provinces, 7 per cent; Quebec, 6 per cent; Manitoba, 4 per cent; Saskatchewan, 13 per cent; Alberta, 5 per cent; British Columbia, 14 per cent. Ontario sales decreased by 1 per cent. The general unadjusted index of sales on the base, 1935-1939 = 100, stands at 174.6 for October, 1944, compared with 171.5 for September, 1944, and 163.5 for October, 1943. Aggregate figures for the first ten months of 1944 stand 10 per cent higher than for the same period of 1943.

Allowing for the difference in number and sales importance of the business days of October this year and last and for normal seasonal movements, sales in October this year were up by 10 per cent over October a year ago and increased by 5 per cent over September of this year. There was the same number of business days in October this year and last, but October, 1943 had 5 Saturdays compared with 4 Saturdays in October, 1944.

		ober, 1944 tober, 194				ctober, 19	
Region	Number of stores reporting	Number report- ing an increase	Fer Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Saskatchewan:			
Provinces:	130	86	+ 7.1	North	60	47	+15.2
Quebec:	-		/mm +/ 1	South	63	45	+10.5
South	50	29	+ 3.0	TOTAL	123	92	+12.8
North	59	38	+ 9.1	Alberta:			
TOTAL	109	67	+ 6.0	North	47	27	+ 3.4
101123				South	73	51	+ 5.9
Ontario:				TOTAL	120	78	+ 5.1
East	74	34	- 3.0	TOTAL	120	10	7 3.1
North	43	20	+ 1.4	British			
West	. 68	28	0.2	Columbia:	60	46	+13.7
TOTAL	185	82	- 0.9				
Manitoba:	55	28	+ 4.3	CANADA	, 782	479	+ 6.1

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

	CANADA	DA	Maritimes	Quebec	Ontario	Manitoba	Saskat-	Alberta	British Columbia
A B	B		A	A	A	A	A	A	A
119.6 100.5	100.5		112.6	103,4	108,3	131.0	159.9	130.1	106.2
124.6 108.7	108.7		118.2	119.6	116.2	137.3	144.8	130.1	115.6
	60.66		102.0	110.3	99°8	115.2	156.8	137.5	111.5
119.2 106.7	106.7		100.6	114.2	103.8	121.7	161.4	132.9	104.5
	107.0		114.7	124.7	110,6	116.3	140.9	137.3	107.0
	117.9		124.8	144.8	120.4	133.5	137.8	0	123.3
155.0 133.4	133.4		144.4	160.3	130.8	169.1	181.3	171.5	135.3
163.5 146.1	146.1		161.0	175.7	137.1	170.5	178.2		143.1
	161.2		172.4	188.2	136.0	177.8	202.3	189.8	162.7
150.8			166.3	160.6	142.2	177.4	167.2	153.3	126.3
184.5 157.0			202.8	184,2	163.9	201.4	183.4	203.5	166.7
	_								
L				0	, , ,	200	0 111	100 8	7 7 7 1
160.5			141.5	7 6 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7	110°4	104.7	00111	1660	7 - 7 - 7
			148.4	124.7	121.2	Z STT	7.017	121.4	00/17
163.1			155.4	154.5	134.3	131.9	122.0	187.1	150.5
	176,0		165.0	167.3	142.2	158.8	151.1	166.4	136.9
	164.1		206.4	206.4	167.7	168.0	156.3	152.3	157.0
169.1 163.4	163.4		175.4	199.4	146.7	156.0	1.63.5	161.1	167.3
	159.9		176.7	196.6	161.0	164.7	157.1	162.9	151.2
	161.0		182.4	185.7	156.8	164.3	177.7	182,1	165,6
	154.0		172.9	161.5	154.3	185.0	194.2	188.4	163.0
	161.2		172.4	188.2	136.0	177.8	202.3	189.8	162.7
- 8.6 +	ı		+12.8	+ 8 + B	4 5.2	+ 5.4	+14.3	+11.0	+13.2
	10 0m0 +0 [mmomom	040+0	00	Prom Tonii	1369 C	onna branco	recently been	een revised	to include

The monthly indexes of country general store sales from January, 1342 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms DEPTMERS

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OTTAWA, CANADA
Dominion Statistician: S.A. Cudmor

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steedman, B.A. Vol. 8 - No. 11 Year

Year's Subscription, \$1.00 Single Copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES NOVEMBER, 1944

Sales transacted by country general stores during November, 1944, were valued 7 per cent higher than the volume of business realized in November of last year, according to statements received from 771 of these general merchandise stores situated in the smaller towns and rural areas of Canada. Eastern Ontario suffered a decline of 3 per cent in sales, while all other regions of the country recorded increases, gains ranging from 3 to 15 per cent. The general unadjusted index of sales on the base, 1935-1939=100, stands at 166.1 for November, 1944; 174.0 for October, 1944; and 156.1 for November, 1945.

The increase recorded in country general store sales reflects a greater purchasing power resultant from grain and livestock movements. Deliveries of grain to elevators were over 100 per cent higher in October of this year than last, while November deliveries were 9 per cent in excess of the number of bushels of grain received by elevators in November, 1943. Cattle, calves and sheep marketings were also higher than the November, 1943, level of trading.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 160.4 for November, 1944, on a par with the seasonally adjusted index of 160.6 for October, 1944. There were 26 business days and 4 Saturdays in both November of this year and last.

		vember, 19				vember, 19- vember, 19-	
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Manitoba: :	52	35	+ 3.2
Provinces:	134	84	+ 3.7	Saskatchewan:			
Quebec:				North	58	41	+10.4
South	51	29	+ 2.8	South	56	41	+ 6.5
North	58	36	+ 5.6	TOTAL	114	82	+ 8.5
TOTAL	109	65	+ 4.1	Alberta:			
Ontario:				North	. 45	35	+15.4
East	78	34	- 2.8	South	70	61	+15.0
North		21	+ 1.9	TOTAL	115	96	+15.1
West	67	46	+ 4.8	British	61	51	174.4
TOTAL	186	101	+ 1.0	Columbia:			+14.4
				CANADA	771	514	+ 7.0

A. Unadjusted 3. Index adjusted for number of business days and seasonal variations. INDEXES OF COUNTRY CLATRAL STORE SALES -- (Average for 1935-1939 = 100)

Year and Month	CANADA	,DA	Maritimes	chebec.	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	A	В	A	A	A	4	A	A	A
November, 1936	100,3	100.3	106,6	95,8	98, 3	96.2	107.1	101,6	6,96
November, 1937	109.3	105,7	111,2	106.6	102.1	116 6	116.7		103,8
November, 1938	102.2	99.3	97.5	1001	.90°96	107.6	114.0	108,2	. 95.9
November, 1939	100.6	97.5	103.5	99°5	98.2	101.4	104.5	104.3	98.0
November, 1940	116,1	108,6	117.3	115.9	109.7	128.4	119,4	124.0	102.7
November, 1941	121.7	118,4	121.5	123.0	117,2	137.4	121.0	124.9	112,8
November, 1942	139.0	138,5	138 5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160,6	142.2	177.4	167.2	153.3	126.3
November, 1944	166.1	160.4	172.5	168.1	144.5	183,1	182.2	176,6	144.5
1943									
December	184.5	157.0	202.8	184.2	163.9	201.4	183,4	203,5	165,7
1944	, esternady vira		and development of the second					N (p. a.	w30
January	119.5	160,5	141.3	119.2	116.4	104.7	111.0	122.5	114.4 0
February	125,9	162.1	148,4	124.7	121.2	118,2	1.11.7	121,4	117.6
March	139,1	163,1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142,2		151,1	166.4	136.9
May	177,7	164,1	206.4	206,4	167.7	168.0	156.5	152.3	157.0
June	1691	103.4	173.4	199,4	146.7	156.0	163.5	161,1	167.3
July	170.5	159.9	. 176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185,7	156.8	164.3	177.7	182,1	165.6
September	171.5	154.0	172.9	161 5	154.3	185.0	194.2	188,4	163.0
October	174.0	160.6	174.4	186,2	136.3	174.3	202.1	190.0	160,8
November	166.1	160.4	172.5	168,1	144.5	183.1	182,2	176.6	144,5
% Change,	NV-00-00							e-cer-adi	
JanNov., 1944	+ 9.4	4	+12.0	+ & & &	+ 4.9	+ 0,5	+13.7	+11.6	+13.2
The monthly indexes		of country general	store sales		from January, 1942 o	onward have recently		been revised	to include

reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. 8 - No.: 12.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES DECEMBER, 1944

Reports submitted by 756 country general stores situated in the smaller towns and rural areas of Canada, indicated an overall increase of 7 per cent in sales for December, 1944 over December, 1943. All regions of the country reported increased sales in December, 1944 over the corresponding month of the preceding year and, while the range of the gains was within the relatively narrow limits of 1 to 11 per cent, there was evidence of greater expansion in the western provinces than elsewhere. The unadjusted index of sales for Canada (on the base, 1935 to 1939 = 100) stood at 196.7 for December, 1944, 165.9 for November, 1944 and 184.5 for December, 1943.

After allowances for differences in number of business days and for normal seasonal variations, the index of country general store sales for Canada stood at 163.4 for December, 1944, slightly above the seasonally adjusted index of 160.2 recorded for November, 1944. There were 25 business days in December, 1944 as compared with 26 days in December, 1943.

Marrings you glorous to make the state of such as the control of t		cember, 19				cember, 19	
Region	Number of stores reporting	Number report- ing an	Per	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime Provinces:	125	86 .	+ 7.3	Manitoba;	54	. 38	+ 6.4
Provinces:	123		7.0	Saskatchewan:			
Quebec:		-,		North	56	38	+ 9.8
South	50	29	+ 4.8	South	60	45	+ 9.0
North	58	43	+ 5.6	TOTAL	116	83	+ 9.4
TOTAL	. 108	72	+ 5.2	Alberta:			
Ontario:	1.17			North	47	26	+ 3.3
East	74	42	+1.0	South	69 .	50	+ 8.9
North	42	29	+ 6.4	TOTAL	116	76	+ 7.2
West	68	48	+ 4.0				
TOTAL	184	119	+ 3.5	British			
				Columbia:	53	44	+10.9
				CANADA	756	518	+ 6.7

B. Index adjusted for number of business days and seasonal variations. A. Unadjusted.

Year and Month	CANADA	NDA	Maritimes	Juebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	4	B	А	A	A	A	A	Ą	A
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.8	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
	147.4	123.4	146.5	160,5	140.4	158,8	138,8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	155.2	187.9	160.7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	168.9	201.4	183.4	203.5	7.66.7
	196.7	163.4	217.6	194.0	169.8	214.5	200.8	217.3	184.9
1944		!		(5	0		000	, , , , ,
January	119.5	160,5	141.3	119.2	116.4	104.7	0.111	122.0	114.4
February	125.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6 00
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	125.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
V.3V	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182,4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.7	163.4	217.6	194.0	169.8	214.3	200.8	217.3	184.9
% Change.									
	+ 9.1	1	+11.5	+ 8.1	+ 4.7	+ 5.0	+13.3	+10.9	+12.9
	s of count	ry general	03	from Janu	ary, 1942 o	ales from January, 1942 ofward have recently been revised to inclu Indexes ammearing in the remorts for Duly. 1944 and all subsequent	recently be	en revised and all su	to include

reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and months are based on the larger sample of reporting firms. MERCHANDISING

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OTTAWA, CANADA

Dominion Statistician:

S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.

Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vo. 9 - No. 1.

Year's Subscription, \$1.00 Single Copies, .10

MONTHLY INDIXES OF COUNTRY GENERAL STORE SALES JANUARY, 1945

Dollar volume of sales in country general stores increased 6 per cent in January, 1945 over January, 1944, according to reports submitted by 745 such stores located in the smaller towns and rural areas of Canada. Approximately two-thirds of the firms which submitted figures reported sales higher in January this year than last, while the remainder experienced a reduction in sales below January a year ago. The unadjusted index of sales for Canada (on the base, 1935 to 1939 = 100) stood at 126.4 for January, 1945, 196.3 for December, 1944 and 119.5 for January, 1944.

Sales of stores located in Eastern Ontario and Northern Alberta were practically unchanged from January last year Increases, ranging up to 11 per cent in Northern Saskatchewan, were recorded elsewhere.

After adjustment for differences in number of business days and for normal seasonal movements, the index for January, 1945 was 165.2, slightly higher than the adjusted index of 163.1 for December, 1944.

	Co-dimension-dimension-	ary, 1945 ary, 1944			(mindings) in all	ary, 1945 ary, 1944	
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime				Manitoba:	53	34	+ 4.0
Provinces:	127	86	+ 7.5				
				Saskatchewan:			
Quebec:				North	57	44	+10.6
South	49	29	+ 2.9	South	59	37	+ 4.1
North	62	40	+ 3.4	TOTAL	116	81	+ 8.2
TOTAL	111	69	+ 3.2				
				Alberta:			
Ontario:	,	1		North	44	29	- 0.1
East	78	45	- 0.4	South	60	48	+10.4
North	40	28	+ 7.5	TOTAL	104	77	+ 6.4
West	: 67	43	+ 6.7				
TOTAL	185	116	+ 4.5	British			
				Columbia:	49	33	+ 9.7
				CANADA	745	496	+ 5.9

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1935-1939 = 100)

Voca cas Month	CAN	CANADA	Maritimes	@nepec	Ontario	Manitoba	Saskat	Alberta	British
Ical and wollen	A	В	A.	A	A	A	A	A	A
						8	6 2 3	0 04	- 0
January, 1936	(a)	(a)	(a)	(8)	T 0 %)	0.00	300	0 0	1a/
Tennery 1937	77.3	101.9	89.5	75.2	80.2	72.9	86.8	8.5%	or o
	78.2	106.0	6°68	79.5	79.1	75.9	65.0	74.9	8.5 . 4
	73.1	999.5	80.3	73.7	75.1	68.7	63.7	0.04	0°64
es.	81.7	107.9	0°36	84.0	83.3	76.0	70.07	78.6	83.5
	6.58	108,3	2° 68	88°1	86.7	81.3	68.6	82.7	87.3
	101,2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6
	109.7	143.4	122.9	110.8	111,3	112.5	94.2	108.9	106.6
	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
	126.4	165.2	151.9	123.0	121.6	108.9	120.1	130.3	125.5
	-014			age dence					
1944		ternito							
Hebrilany	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	
dorem.	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135°5 W
Time to the state of the state	156.1	176.0	165.0	167.3	142.2	158.8	151,1	166.4	136.9
ALGINETT CONTRACTOR	100-	164.1	206 4	206.4	167.7	168.0	156.3	152.3	157.0
Time	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
· · · · · · · · · · · · · · · · · · ·	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
ALLY	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182,1	165.6
Cont ombon	171.5	154.0	172.9	161,5	154.3	185.0	194.2	188.4	163.0
	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
TOGOTON LOCKED	165.9	160,2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196°1	217.5	188.7
1945			í.	5		000	- 00-	7 0 2 1	195 5
January	126.4	20091	6°TCT	120.0	0.121	1000	1.031	2	
% Change.									
January, 1944	+ 5.9		+ 7.5	+. 50 50	+ 4.5	+ 4.0	€ 80 +	+ 6.4	4 9.7
									-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES FEBRUARY, 1945

Sales of country general stores in Canada were 3 per cent higher in February, 1945 compared with the same month a year ago and recorded a fractional increase in business over January of this year. These results are based on returns submitted by 765 country general stores located throughout all parts of Canada. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 127.6 for February, 1945, 127.0 for January, 1945 and 123.9 for February, 1944.

Gains of 6 per cent in the Maritime Provinces and Manitoba were the largest among the provincial results. Increases of a lesser degree occurred in all other regions with the exception of Saskatchewan where sales were practically unchanged from February a year ago.

The index with adjustments for differences in numbers of business days and for normal seasonal variations advanced from 166.0 in January to 172.4 in February, reaching the highest point attained since April of last year when the index stood at 176.0.

Percentage Change in Country General Store Sales, by Regions

		oruary, 194	man and a second		The state of the s	ruary, 19	PRODUM
Region	Number of stores reporting	report-	Per Cent Change	Region	Number of stores reporting	Number report- ing an lincrease	Per Cent Change
Maritime				Manitoba:	55	39	+ 6.0
Provinces:	131	78	+ 6.2				
				Saskatchewan:			
Quebec:				North	59	37	+ 1.0
South	46	29	+ 4.8	South		32	- 2.2
North	60	30	- 0.8	TOTAL	118	69	- 0.2
TOTAL	106	59	+ 1.0				}
				Alberta:			1
Ontario:				North	46	21	+ 3.5
East	74	36	(a)	South	66	42	+ 4.0
North	40	24	+ 6.1	TOTAL	112	63	+ 3.8
West	. 70	42	+ 2.4				
TOTAL	184	102	+ 2.5	British			
				Columbia:	- 59	33	+ 5.3
				CANADA	765	443	+ 3.4

(a) Unchanged.

INTEREST OF COUNTY CHARAL FROME SING-(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

													-	Ź ·	-											-	
British Columbia	A	(8)	77.5	81.2	6.44	81.8	84.1	. 94.1	10001	117.6	123.8		135.5	136.9	157.0	167,3	151.2	165.6	163.0	160.8	144.0	188.7	125.3	123.8	+ 7.4		
Alberta	A	9,09	69	71.2	65.2	8.24	78.2	91,5	112.5	121.4	126.0		127.1	166.4	152.3	161,1	162.9	182.1	188.4	190.0	177.1	217.5	129.4	126.0	+ 4.7		
Saskat- chewan	A	53 53	65.7	68.5	61.4	68.89	8,99	76.4	6°96	111.7	111.5		122.0	151.1	156.3	163.5	157.1	177.7	194,2	202.1	182.4	196°1	120.2	111.5	+ 4.0		
Manitoba	А	65	67.1	75.9	67.0	75.2	9.94	91.9	110.7	118.2	125.3		131.9	158.8	168.0	156.0	164.7	164.3	185.0	174.3	181.5	213.9	110.6	125.3	+ 5,8		
Ontario	A	76.2	0.28	80.4	73.4	82.7	84.6	1000.7	110.0	121.2	124.2		134.3	142,2	167.7	146.7	161.0	156.8	154.3	136.3	144.2	170.0	122.6	124.2	+ 0°9		
Quebec	A	(8)	74.9	78.2	78.7	0.64	84.9	99.1	112,0	124.7	125.9		154.5	167.3	206.4	199.4	196.6	185.7	161.5	186.2	167.5	193.6	123.7	125.9	+ 2°3		
Maritimes	A	7	82,0	87.2	76.7	92.2	95,0	105.4	124.6	148.4	157,6		155.4	165.0	206.4	173.4	176.7	182.4	172.9	174.4	172.8	217,6	153.4	157.6	+ 7.4		: : ,,, .
4DA	В	a	103,3	107.0	97.6	105.7	110.8	128.5	149.1	162.1	172.4		163.1	176.0	164.1	165.4	159.9	161.0	154.0	160.6	160.2	163.1	166.0	172.4	ı		
CANADA	A	(0)	75.0	77.7	70.8	79.7	82.1	95.1	110.2	123,9	127.6		139.1	156.1	177.7	169,1	170.5	174.4	171.5	174.0	165.9	196.3	127.0	127.6	+ 4.6		
Year and Wonth		10%E										770	Warch	Antil	AGM.			August	September	October	November	December	1945 January	February	% Change, Tan - Web 1945		

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OTTAWA, CANADA

Dominion Statistician; S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SAIES
MARCH, 1945

Country general store sales in Canada recorded a pronounced increase of 13 per cent in March, 1945 compared with March a year ago and were 24 per cent greater than in the preceding month of February. The increases were high for most sections of the country and were influenced considerably by the unseasonable weather prevailing in almost all parts of the country during March. These results are based on returns submitted by 764 country general stores across Canada. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 157.5 for March, 1945, 127.2 for February, 1945 and 139.1 for March, 1944.

Among the regional results, those for Ontario appear most interesting. While sales in the eastern sections of the province gained 11 per cent, sales in the northern and western areas ranged 20 and 21 per cent respectively above sales in March, 1944, resulting in an average gain of 17 per cent for Ontario as a whole. Quebec sales were 8 per cent higher in March this year than last, with gains fairly uniform in the northern and southern regions. The sales increases in the Maritime Provinces and in each of the western provinces were within narrow limits of that for the country as a whole.

The index, with adjustments for differences in number of business days and for seasonal variations, continued an upward trend, moving from 171.8 in February to 178.9 in March.

		arch, 1945 arch, 1944	5			arch, 1948 arch, 1944	
Region	Number of stores reporting	Number report- ing an increase	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent
Maritime				Manitobas	52	38	+13.4
Provinces:	125	89	+12.9	Saskatchewan:			
Quebecs	1			North	66	52	+13.8
South	52	42	+ 9.2	South	57	42	+13.7
North	62	38	+ 7.9	TOTAL	123	94	+13.8
TOTAL	114	80	+ 8.3	Alberta:			
Ontario:		: .	₩ 4 L	North	50	32	+ 9.6
East	69	50	+10.5	South	65	59	+16.7
North	46	37	+19.8	TOTAL	115	91	+14.0
West	67	60	+21.1	British			
TOTAL	182	147	+17.3	Columbia:	53	35	+12.2
				CANADA	764	574	+13.3

INDEXES OF COUNTRY GENERAL STORE SAIES - (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

77	MAN	ANTANA		Codon	0.40+00	Manitoha	Saskat	Alherta	British
iear and month	1	D	mai i cimeo	- Auctor	0170	A A	Chewan	A	COTAMIDIA A
	ų v	C C	T.	4	T.	t t	**	***	
March, 1936	78.8	200	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	.98.86	91.9	84.1	81.3	85.2	92,5
March, 1938	0°06	106.3	90°7	99,5	93.5	88.2	75.1	83.1	92.4
	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	111,8	98.1	104.4	97.0	92.4	78.6	89.1	8.86
March, 1942	108.7	131.9	108.8	123.2	110,6	105.8	91.7	102.0	105.7
March, 1943	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
March, 1944	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
March, 1945	157.5	178.9	175.4	167.3	157.5	149.6	138.8	149.5	152,0
1944 April	156.1	176.0	165.0	167.3	142.2	158,8	151,1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163,4	173.4	199,4	146.7	156.0	163.5	161,1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162,9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165,6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182,4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196.1	217.5	188.7
1945									
January	127.0	166.0	153,4	123.7	122.6	110.6	120.2	129,4	125.3
February	127.2	171.8	159.2	124.8	122.7	123.0	112.5	126.0	122.7
March	157.5	178.9	175.4	167.3	157.5	149.6	138.8	149.5	152.0
% Change.									
JanMar.,	+ 7.6	1	+ 9°6	+ 4°4	+ 8.3	0°8 +	+ 7.8	+ 9°1	∞ ∞ +
JanMar., 1944									
								-	

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
APRIL, 1945

Country general store sales in Camada averaged 3 per cent higher in April of this year compared with April a year ago according to reports submitted by approximately 750 stores dealing in a general line of merchandise and located in places of less than 2,000 population. The 3 per cent increase in April compared with a much higher increase of 13 per cent in March may be attributed in the main to two factors. In the first instance, there were five Saturdays in March of this year and four in March a year ago. In April the situation was reversed with four Saturdays this year and five last. Secondly, the Easter trade was concentrated entirely in the month of March this year whereas in 1944 a good deal of pre-Easter business was transacted in April.

Results on a regional basis reveal increases in April of this year over last of 6 per cent in the Maritime Provinces, 9 per cent in Quebec, 5 per cent in Ontario, 1 per cent in Manitoba, and 6 per cent in British Columbia. Declines of 6 and 4 per cent below April a year ago were reported for Saskatchewan and Alberta respectively.

The index of sales, without adjustment for number of business days or for normal seasonal movements, stands at 160.9 for April, at 157.9 for March, and at 156.1 for April, 1944. These indexes are based on the average for the period 1935 - 1939 as 100.

	Ī	April, 1949 April, 1949				April, 194	
Region	Number of stores reporting	report-	Per Cent Change	Region	Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime Provinces:	134	92	+ 6.3	Manitoba Saskatchewan:	55	27	+ 1.0
Quebec: South	48	35	+15.5	North	61 5 4	26 26	- 8.0 - 3.8
North	61 109	39 74	+ 5.3 + 8.6	TOTAL	115	52	- 6.4
Ontario:	71	46	+13.4	Alberta: North	49 63	18 27	- 6.7 - 2.6
North West	4 0 66	23 42	+ 1.3 + 0.8	TOTAL Rritish	112	45	- 4.2
TOTAL	177	111	+ 5.1	Columbia:	51 753	32 433	+ 6.1 + 2.9

INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

	1 1													eo (2 •													
British	A	95.4	103.3	104.7	99.4	102.3	105.2	113.9	129.8	136.9	145.3		157.0	167.3	151.2	165,6	163.0	160.8	144.0	188.7		125.3	122.7	154.3	145.3		+ 8°6	
Alberta	A	90°.4	97.2	103.3	93,8	93.6	110.0	121.8	145.3	166.4	159.4		152.3	161,1	162,9	182.1	188.4	190.0	177.1	217.5		129.4	126.0	149.1	159.4		+ 4.9	
Saskate	A	86.3	94 , 2	97.0	84.8	91,3	93.7	104.8	133.0	151.1	141.4		156,3	163.5	157.1	177.7	194.2	202.1	182.4	196,1		120.2	112.5	140.1	141.4		+ 3.7	
Manitoba	A	79.5	87.4	102.0	91,1	100,2	108.4	126.3	151.4	158.8	160.4		168.0	156.0	164.7	164.3	185.0	174.3	181,5	213.9		110.6	123.0	149.6	160,4		+ 5°8	
Ontario	A	196	100.4	104.2	87.8	6°96	111,2	129.0	134.4	142.2	149.5		167.7	146.7	161.0	156.8	154.3	136.3	144.2	170.0		122,6	122.7	157.9	149.5		+ 7.5	
Quebec	A	84.0	95.0	104.9	88.6	95.5	117.9	139.2	149.9	167.3	181.7		206.4	199.4	196.6	185, 7	161.5	186,2	167,5	193.6		123.7	124,8	167.3	181.7		+ 5.6	
Maritimes	A	91,4	100.3	98°6	88.0	95.0	103.6	118,9	143.5	165.0	175.4		206.4	173.4	176.7	182.4	172.9	174.4	172.8	217.6		153,4	159,2	175.0	175.4		+ 8.7	
IDA .	B	96.4	104.1	106.8	97.0	103.5	117.0	133.7	151,0	176.0	179.2		164.1	163.4	159.9	161.0	154.0	160.6	160.2	163,1		166.0	171.8	179.2	179.2		, I	
CANADA	A	89,3	97.2	102,3	89,4	95.7	108.2	124.1	141,2	156.1	160.9		177.7	169.1	170.5	174.4	171.5	174.0	165,9	196.3		127.0	127,2	157.9	160.9		+ 6.4	
Year and Wonth		April, 1936		1938	1939	April, 1940	April, 1941	April, 1942	April, 1943	April, 1944	April, 1945	1044	May	June	July	August	September	October	November	December	300	valuary valuary	February	March	April	% Change,	JanApr., 1945	JanApr., 1944

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Statistician: A.M. Chipman, M.B.A.

Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES MAY, 1945

Country general store sales in Canada averaged 2 per cent higher in May of this year compared with May a year ago, according to reports submitted by approximately 750 stores dealing in a general line of merchandise and located in places of less than 2,000 population. The margin of increase over May, 1944 is somewhat smaller than the 5 per cent gain recorded in the first five months of this year over last. The V-E Day celebrations on May 7th and 8th were marked by the closing of many business places, thus reducing the number of days on which business was transacted. This factor would have had some effect in reducing the volume of May sales.

may results on a regional basis reveal that sales maintained approximately the same margin over last year in Saskatchewan, Alberta and British Columbia as that prevailing in earlier months of the year. In the Maritime Provinces, the gain in May sales amounted to only one per cent while Manitoba, Quebec and Ontario results indicated declines of from one to three per cent.

The unadjusted indexes of sales stood at 182 0 for May, 1945, 160 1 for April. 1945 and 180 2 for May, 1944 These indexes are based on the average monthly sales from 1935 to 1939 taken as 100

BUSINESS CONTRACTOR CONTRACTOR	ALAST AND THE STREET STREET STREET STREET, ST. ST.	Water description of the Party	Section of the Section of	The war free free from the country and the segment province of the segment province of the segment of the segme	PLOTON SELECTION SHOWING THE		Silverbreighte beschiligerzerwisszehone
		May, 1945				May, 1945	
		May, 1944				May, 1944	
Region	Number of	Number report-	Per	Region	Number of	Number report-	Per
1	stores		Cent		stores	ing an	Cent
	reporting	ing an	Change		reporting	increase	Change
Maritime				Manitobas	50	24	- 1.3
Provinces	129	67	+ 1.4	Saskatchewans			
Quebecs)	1	North	59	40	+ 6.6
South		19	- 6,2	South	57	42	+ 2,7
North	57	24	- 1-3	TOTAL	116	82	+ 5,2
TOTAL	107	43	□ 2.9.	Albertas			
Ontario:			4 4.	North	49	35	+10,6
East good	- 66	20	= 7.0	South	68	45	÷ 3,5
North	42	29	+ 4.4	TOTAL	117	80	+ 6,2
West	68	32	= 3.0	British			
TOTAL	176	61	≈ 2 .5	Columbias	57	41	+11.7
	1 1			CANADA	752	418	+ 156

DEPT. OF POLITICAL SCIENCE UNIVERSITY OF TORONTO

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations,

Year and Month	CAN	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatechewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A & A Commence of the Commence
May, 1936	104.0	1.96	109.9	104.5	111.3	92.7	98,8	6.96	102.9
	113.1	104.5	123.4		121.2	6.86	101.9	9703	110.9
May, 1938	111,0	105.6	123.8	124.3	114.3	10009	92.0	93.6	112°
	108.0	99°6	117.5	122,2	113.5	7.96	87.8	92.1	108.0
	116.5	106.8	123.6	132.9	120.2	100.7	98,6	105.8	E CIE
	126.9	112.7	133,4	148.2	133,6	116.1	102,8	111.6	116.8
	143.5	131.8	122	172.9	145.5	132.4	115.7	126.6	124.6
May 1943		150.4	180.6	189,7	158,4	159.4	137.7	145.7	141.4
		166.5	206.8	211.5	167.7	174.5	155.3	16001	157.5
May, 1945	182.0	168.6	209.7	205,4	163.5	172.2	163,4	170.0	175.9
1944			a Department			- Carlos			and the special state of the s
June	170.0	164.4	00	198.5	147.4	155.4	500	161.9	80.69
July occosomorous	170,6	160,1	1-44	195.1	160,5	165.6	158.9	163.1	252.1
August	174.6	16101	181.6	185,2	155.3	167.8	180.6	182,9	165.0
September	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188,0	162.2
October	173.2	159.9	174.0	186.1	135.3	173.9	201,2	187,5	16001
November	165.9	160,3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196°5	163,3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February occoocco	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179,7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April occocococo	160,1	178,2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.0	168.6	209,7	205.4	163.5	172.2	163.4	170.0	175.9
% Change.									Spiritghedown
JanMay, 1945	4 4.9	g	+ 6°7	بن بن بن	+ £°0	4 300	+ 4.1	4. 5.	4
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OTTAWA, CANADA

Dominion Statistician; S. A. Cudmore, M.A. (Oxon.), LL.D. (Tor.), F.S.S., F.R.S.C. Chief. Merchandising and Services Branch; A. C. Steedman, B.A.

Statistician: A.M. Chipman. M.B.A. Vol. 9 - No. 6

Year's Subscription, \$1.00 Single copies.

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES JUNE, 1945

Country general store sales in Canada were 9 per cent higher in June of this year compared with June, 1944, according to reports submitted by some 765 stores handling a general line of merchandise and located in smaller communities and rural areas. The June increase exceeds the 5 per cent increase in the comparison of cumulative sales for the first six months of this year and last, a result which may be partially explained by the occurrence of five Saturdays in June of this year compared with four Saturdays in June, 1944. The lateness of seeding in most parts of the country and the consequent delay in purchasing ordinarily attendant upon these activities has been an additional factor in accelerating June sales.

Regional results indicate that expansion in business between June of the two years was greater in Ontario than elsewhere. The average increase for the province amounted to 13 per cent, with gains in the eastern and northern divisions exceeding the 10 per cent gain for Western Ontario. Total sales in Quebec were up by 6 per cent. but the 14 per cent gain for the southern division of the province was far in excess of the 2 per cent increase in northern areas. Gains recorded in Manitoba and Alberta approximated the average increase for the country, but Saskatchewan sales advanced only 3 per cent over June a year ago. The Maritime Provinces and British Columbia recorded increases of 8 and 9 per cent respectively.

Unadjusted indexes of sales stood at 183.2 for June, 1945, 182.1 for May, 1945 and 170.0 for June of last year.

		June, 1945 June, 1944				June, 1945 June, 1944	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba:	52	37	+ 8.3
Provinces	129	94	+ 8.1	Saskatchewan:			
Quebec:	- :			North	60	37	+ 3.9
- South	52	3 8	+14.2	South	58	36	+ 1.0
North	57	33	+ 2.3	TOTAL	118	73	+ 2.8
TOTAL	109	71	+ 6.1	Alberta;			
Ontario:				North	49	37	+10.2
East	75	63	+13.5	South	- 66	49	+ 7.7
North	38	29	+16.4	TOTAL	115	86	+ 8.7
West	74	58	+ 9.9	British			
TOTAL	187	150	+12.6	Columbia	55	39	+ 9.0
				CAN ADA	765	550	+ 8.5

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

British	A	102.7	117.6	117.1	114.9	115,1	116.9	133,4	141,4	167.3	182.4		152.1	165.0	162.2	160.1	143.6	187.5		124.9	122,3	154.4	145.3	176.1	182.4	&2 °6 +	
Alberta	A	98°9	96°9	100°2	93.8	104.8	108.7	122.2	143.3	161.9	176.0		163.1	182,9	188.0	187.5	176.8	217.5		129.4	125.9	148,7	156.8	169.2	176.0	+ 5.1	
Saskat- chewan	A	92.1	96°8	101.4	86.0	97.5	102,7	107.7	149.7	165,3	169.9		158.9	180.6	195.3	201.2	182.9	197.0		121.3	113.7	141.7	142.1	163.7	169.9	8° 8° +	
Manitoba	A	94.4	100°9	110.9	99°C	102.5	111.7	130.2	150.4	155,4	168.3		165.6	167.8	184.5	173.9	181.5	214.1		110.6	123.0	151,2	159.0	167.5	168.3	+ 4.2	
Ontario	A	103.8	110.8	109.3	103.5	110.4	114.7	131.8	142.3	147.4	166.0		160,5	155.3	149.6	135,3	144.5	170.5		122.5	122.8	156,8	146.9	163.8	166.0	+ 6°4	
Quebec	A	106,5	122,3	125.8	114.5	125.0	134.4	160.5	177.7	198.5	210.6		195.1	185,2	161.5	186.1	167.5	194.3		123.6	124.9	167.9	181.0	206.6	210.6	+ 4.0	
Maritimes	A	101.7	109.9	104.1	100,1	104.8	108.2	128.1	154.7	178.1	192.5		177.7	181,6	172.0	174.0	172.8	216.8		152.9	158.8	175.8	176.4	210.5	192.5	4 7.0	
CANADA	В	97.2	106.0	107.1	98°0	106.9	116.1	129.2	150.6	164.4	172.4		160,1	161.1	152.9	159,9	160.3	163.3		166.0	172.0	179.7	178.2	168,5	172.4	ı	
CAN	A	100.4	109.4	110.9	102,4	110.2	115.8	133.1	153.9	170.0	183.2		170.6	174.6	170.4	173.2	165.9	196.5		127.0	127.3	158.2	160.1	182.1	183.2	+ 5.4	
Year and Month		June, 1936	June, 1937	June, 1938	June, 1939	June, 1940	June, 1941	June, 1942	June, 1943	June, 1944	June, 1945	700	July	August	September	October	November	December	1945	January	February	March	April	May	June	% Change, JanJune, 1945 JanJune, 1944	

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Statistician: A. M. Chipman, M.B.A. Vol. 9 - No. 7

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES JULY, 1945

Country general store sales in Canada increased 7 per cent in July of this year compared with July, 1944, according to reports submitted by some 717 stores handling a general line of merchandise and located in smaller communities and rural areas. The July increase only slightly exceeds the 6 per cent gain in sales during the first seven months of this year over the similar period a year ago. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 182.1 for July, 1945, 170.6 for July, 1944 and 183.5 for June, 1945.

Increases between July of the two years occurred in all sections of the country and, apart from minor gains of 3 per cent in Quebec and 1 per cent in Manitoba, were generally within narrow limits of the average gain recorded for the country as a whole. British Columbia, with an increase of 12 per cent, was the only province in which the average gain for the country was exceeded to any appreciable extent. July sales increases for the various provinces, with gains for the year-to-date in brackets, were as follows; Maritime Provinces, 9 per cent (8 per cent); Quebec, 3 per cent (4 per cent); Ontario, 8 per cent (7 per cent); Manitoba, 1 per cent (3 per cent); Saskatchewan, 7 per cent (4 per cent); Alberta, 9 per cent (6 per cent) and British Columbia, 12 per cent (10 per cent).

		July, 1945 July, 1944				July, 1945 July, 1944	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	number report- ing an increase	Per cent change
Maritime				Manitoba:	54	32	+ 1.1
Provinces:	120	87	+ 9.4	Saskatchewan;			
Quebec:				North	53	40	+ 8.3
South,	44	27	+ 6.2	South	55	3 6	+ 5.1
North	59	34	+1.7	TOTAL	108	76 ·	+ 7.1
TOTAL	103	61	+ 3.1	Albertas			
Ontarios				North	46	34	+ 4.8
East	72	. 49 .	+ 9.8	South	57	44	+11.0
North	39	, 3,2	₹ 8.8	TOTAL	103	78	+ 8.6
West	66	48	+ 6,7	British			
TOTAL	177. (129	+ 8.2	Columbia	: 52	38	+12.0
1				CANADA	717	501	+ 6.7

INDEXES OF COUNTRY GENERAL STORE SALES-(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

									1				-	ž	-													
British Columbia	A	103.1	118.6	110.6	106.7	107.06	116.7	125,1	138,5	152.1	170.4		165.0	162,2	160.1	143.6	187.5		124.9	122.3	154.4	145.3	176.1	185.0	170.4		ა ი +	
Alberta	A	95.0	98.2	97.4	93.7	101.0	114.4	130.4	157.4	163.1	177.1		182.9	188.0	187.5	176.8	217.5		129.4	125.9	148.7	155.8	169.2	176.6	177.1		+ 5.7	
Saskat- chewan	A	89.5	96.2	97.8	88.9	91.8	103.1	119.7	152.1	158.9	170.2		180.6	195.3	201.2	182.9	197.0		121.3	113.7	141.7	142.1	163,7	168,8	170.2		+ 4°3	
Maritoba	A	102,1	112.3	112.9	106.4	105.9	123.3	139.1	166.9	165.6	167.4		167.8	184.5	173.9	181,5	214.1		110.6	123.0	151,2	159.0	167.5	165.0	167.4		+ 8.8	
Ontario	V	108.3	125.6	118.6	109.2	119.3	131.5	143.9	158.3	160.5	173.7		155.3	149.6	135.3	144.5	170.5		122.5	122,8	156.8	146.9	163.8	165.7	173.7		+ 6.7	
Quebec	A	107,3	129.8	124.5	120.6	129.2	149.0	169.1	186.9	195,1	201.1		185.2	161,5	186.1	167.5	194.3		123.6	124.9	167.9	181.0	206.6	212.0	201.1		4 4.0	
Maritimes	A	102.4	119.7	103.4	97.8	103.5	120.1	133.6	165.9	177.7	194.4		181.6	172.0	174.0	172.8	216.8		152.9	158.3	175.8	176.4	210.5	193.4	194.4		+ 7.5	
CAMADA	В	95.7	105.7	104.4	0°66	104.7	117.6	130.9	153.1	160,1	176.3		161.1	152,9	159.9	160.3	163.3		166.0	172.0	179.7	178.2	168.5	172.6	176.3		1	
CAN	A	102.0	116.6	111,1	104.9	111.2	125.9	141.2	164.0	170.6	182.1		174.6	170.4	173.2	165.9	196.5		127.0	127.3	158.2	160,1	182,1	183.5	182.1		+ 5.7	
Year and Wonth		July, 1936	July, 1937	July, 1938	July, 1939	July, 1940	July, 1941	July, 1942	July, 1943	July, 1944	July, 1945	1944	August	September	October	November	December	1945	January	February	March	April	May	June	July	% Change,	JanJuly, 1945	JanJuly, 1944

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OTTAWA, CANADA

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Statistician: A.M. Chipman, M.B.A.

Vol. 9 - No. 8

Year's Subscription, \$1.00 Single Copies. .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES AUGUST, 1945

Country general store sales in Canada increased 8 per cent in August, 1945 compared with August, 1944 and were 3 per cent higher than in the immediately preceding month of July, 1945, according to reports submitted by 710 stores handling a general line of merchandise and located in smaller communities and rural areas. The 8 per cent margin over August, 1944 compares with a 6 per cent gain in sales during the first eight months of this year over last. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 187.9 for August, 1945, 174.6 for August, 1944 and 182.0 for July, 1945.

Variations in the results for different sections of the country were greater than those revealed in the figures for earlier months. The larger increases, ranging from 13 to 15 per cent, occurred in the eastern part of Canada. Although British Columbia's increase was on a par with the average gain for the country as a whole, results for the Prairie Provinces indicated but slight gains or, in some areas, minor decreases compared with sales in August of last year.

After adjustments for the number of business days and for normal seasonal movements, the August index stood at 172.1, somewhat lower than the 176.1 recorded in July but on a par with the average monthly index in the January-to-August period.

		igust, 194 igust, 194		,		igust, 194	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitobas	49	28	~ O.5
Provinces	126	98	+130	Saskatchewans			
Quebec:				North	53	32	+ 3.4
South	47	34	+12.5	South	51	29	- 1.3
North	58	39	+ 5.2	TOTAL	104	61	+ 1.7
TOTAL	105	73	+ 7.5	Albertas			
Ontario;				North	40	27	+ 5.5
East	69	53	+15.1	South	60	30	+ 2.7
North	40	32	+14.7	TOTAL	100	57	+ 3.8
West	67	54	+13.0	British			
TOTAL	176	139	+14.1	Columbias	50	32	+ 7.0
				CANADA	710	488	+ 7.6

INDEXES OF COUNTRY GENERAL STORE SALES --- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

sh		9	9	5	-	8	00	p=4	8	0	Ø		c3	2	0 9	co.		0.	3	4	63	p=4	0	5	9		23	
British Columbia	A	108,	113,	111,5	109,	112.	120°	134,	140°	165°	176,		162.	160.	143,0	187,5		124.	122,3	154	145.3	176.	185,0	167.5	176.6	Was all to different	+ 9.3	
Alberta	A	106.8	109,5	111.5	112.2	122,2	130.0	147.4	154.2	182.9	189.9		188.0	187.5	176.8	217.5		129.4	125.9	148.7	156.8	169.2	176.6	176.1	189.9		+ 5.3	
Saskat-	A	114.8	0.66	108.3	109.0	113.6	122.1	133.1	154.4	180.6	183.7		195.3	201.2	182.9	197.0	do-safe-rough	121.3	113.7	141.7	142.1	163.7	168.8	169.5	183.7		8,2,8	,
Manitoba	A	122		. 0	114.2	0	137.1	145,3	153.7	167.8	167.0		184.5	173.9	181.5	214.1		110.6	123.0	151.2	153.0	167.5	165.0	167.3	167.0		4 2°8	
Ontario	A	108.1	12.5	108.0	104.8	122.5	131.4	143.8	148,2	155.3	177.2		149.6	135.3	144.5	170.5		122.5	122.8	156.8	146.9	163.8	165.7	174.6	177.2		* 7.8	
Quebec	A	103.5	118.4	113.1	108.0	121.5	1442	162.7	173.9	185.2	199,1		161,5	186.1	167.5	194.3		123.6	124.9	167.9	181.0	206.6	212.0	203.5	199°1	•	+ 4.6	
Maritimes	A	103.6			102,4	112.6	126.1		159.7	181.6	205.2		172.0	174.0	172,8	216.8		152.9	158,8	175.8	176,4	210.5	193.4	191.7	205.2		\$ 8°0	
NDA	В	3.001		101,8	997		121.0	135.3	149.5	161,1	1721		152.9	159,9		163.3		166.0	172.0	179.7	178.2	168.5	172.6	176.1	172.1		8	
CANADA	A	108.3	27.	110,1	107.7	118,4	131.6	146.6	157.2	174.6	187.9	0340	170.4		165.9	196.5		127.0	127.3	158.2	160,1	182.1	183.5	182.0	187.9		ອ ຄ. ອ +	
Year and Month		Allowst. 1936	1937		1939		August, 1941	August, 1942	August, 1943	August, 1944	August, 1945		September	October	November	December	r 20	January	February	March	April esecocococo	May occosososos	June	July	August	% Change		Jans-Augs, 1944

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Chief, Merchandising and Services Branch: A. C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES SEPTEMBER, 1945

Country general store sales in Canada increased 4 per cent in September, 1945 compared with September, 1944 and were 6 per cent lower than in the immediately preceding month of August, 1945, according to reports submitted by 727 stores handling a general line of merchandise and located in smaller communities and rural areas. The margin of increase over September, 1944 is slightly lower than the average increase of 6 per cent for the first nine months of this year over last. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 176.6 for September, 1945, 170.4 for September, 1944 and 187.6 for August, 1945.

Ontario stores maintained approximately the same percentage gain as that experienced during the first nine months of the year, a gain of 9 per cent in September comparing with an 8 per cent increase in the cumulative comparison. British Columbia and Quebec, with gains of 7 and 6 per cent, were the only other provinces where September sales increases exceeded that for the Dominion. The Maritime Provinces and Alberta recorded small gains while sales of Manitoba and Saskatchewan stores fell off slightly below September, 1944 volume.

After adjustments for differences in the number of business days and for normal seasonal movements, the September index stood at 165.3. The index for September is the lowest recorded for the current year, indexes for the earlier months having ranged from 166.0 in January to 179.7 in March.

-							
		tember, 19				tember, 19	
	Sept	ember, 19	44		Sep.	tember, 19	44
Region	Number of	Number	Per	Region	Number of	Number	Per
Ü	stores	report-	cent	8	stores	report-	
	reporting	ing an	1			ing an	cent
	reporting	increase	change		reporting	increase	change
Maritime				Manitoba:	50 .	23	- 3.4
Provinces:	127	79	+ 3.9	Saskatchewans			
Quebec:				North	60	28	- 2.6
South	45	28	+ 7.2	South	52	30	- 0.9
North	58	36	+ 5.2	TOTAL	112	58	- 2.0
TOTAL	103	64	+ 5.8	Alberta:			
Ontarios				North	44	20	- 1.1
East	74	54	+ 9.7	South	54	29	+ 4.1
North	40	29	+12.6	TOTAL	98	49	+ 2.1
West	72	.44	+ 6.2	British			
TOTAL	186	127	+ 8.9	Columbia:	51	30	+ 6.6
				CANADA	727	430	+ 3.6

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

British	A	104.3	115,6	109.6	112.3	101.1	116.5	126.5	134.8	162.2	172.9	•	160.1	143.6	187.5		124.9	122.3	154.4	145.3	176.1	185.0	167.5	179.0	172.9	F 60 +	
Alberta	A	119.9	127.1	127.7	141.5	121.1	129.6	150.3	156.9	188.0	191.9		187.5	176.8	217.5		129.4	125.9	148.7	156.8	169.2	176.6	176.1	190.4	191.9	* 0.	
Saskat- chewan	A	151.0	123.0	132.5	168.9	130.2	128.9	151.7	157.6	195.3	191.4		201.2	182.9	197.0		121.3	113.7	141.7	142.1	163.7	168.8	169.5	182.6	191.4	o. 23 +	
Manitoba	A	3,181	142.7	128.9	148.6	120.0	131.3	156.1	155.2	184.5	178.2		173.9	181.5	214.1		110.6	123.0	151.2	159.0	167.5	165.0	167.3	167.0	178.2	+ 1.9	
Ontario	A	103.6	112.4	104.0	112.7	105.8	120.9	135.3	141.8	149.6	162.9		135.3	144.5	170.5		122.5	122.8	156.8	146.9	163.8	165.7	174.6	175.5	162.9	4 7.8	
Quebec	A	98.9	110.5	101.9	111.5	104.0	125.9	139.0	149.0	161.5	170.9		186.1	167.5	194.3		123.6	124.9	167,9	181,0	9.902	212.0	203.5	199.8	170.9	+ 4.8	
Maritimes	A	98.4	108.8	98.7	108.0	102.4	117.0	131.2	152.6	172.0	178.7		174.0	172.8	216.8		152.9	158.8	175.8	176.4	210.5	193,4	191,7	203.8	178.7	+ 7.5	
CANADA.	В	7.101	106,1	100.2	109.0	103.6	115.9	130.9	139.1	152.9	165.3		159,9	160.3	163.3		166.0	172.0	179.7	178.2	168.5	172.6	176.1	171.8	165.3	1	
CAN	A	112.9	117.2	112.1	126.1	111.0	124.1	140.6	149.5	170.4	176.6		173.2	165.9	196.5		127.0	127.3	158.2	160.1	182.1	183.5	182.0	187.6	176.6	+ 5°6	:
Year and Month		September, 1936	September 1937	1938	September, 1939	September, 1940	September, 1941	September, 1942	September, 1943	September, 1944	September, 1945	200	October	November	December	1945	January	February	March	April	May	June	July	August	September	% Change, JanSept., 1945 JanSept., 1944	

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Dominion Statistician; Chief, Merchandising and Services Branch;

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A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES OCTOBER, 1945

Country general store sales in Canada increased 11 per cent in October, 1945 compared with October, 1944 and were 9 per cent above September, 1945, according to reports from 739 such stores located in smaller communities and rural areas. The margin of increase over October, 1944 is somewhat greater than the 6 per cent gain which occurred during the first ten months of this year over last, a result attributable in part to the occurrence of an extra business day in October of this year. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 192.6 for October, 1945, 173.2 for October. 1944 and 176.5 for September, 1945.

The increase in sales over October, 1944 was general throughout the country, gains in most cases being within narrow limits of the Canadian average. Quebec sales were 8 per cent higher and the gain for Southern Saskatchewan amounted to only 6 per cent, but elsewhere the over-all trend was maintained. Ontario's 14 per cent gain was the only regional increase appreciably higher than the Dominion average. A significant item in the Ontario results is the extent to which sales of stores in that province's northern areas have increased with the current step-up in mining activity, a gain of 17 per cent being recorded in October. An analysis of cumulative results for the January-to-October period on a provincial basis shows increases ranging from 3 per cent in Manitoba to 10 per cent in British Columbia, with gains in other provinces within one or two percentage points of the average increase for Canada.

The index with adjustments for differences in number of business days and for normal seasonal movements, advanced in October to 172.4 from the index of 165.2 for September and compared with an index of 171.8 for August of this year.

		ober, 1945 cober, 1944			[A, 1,41m]	ober, 194	_
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba:	56	44	+10.7
Provinces	129	99	#11.9	Saskatchewan:			
Quebec:				North	54	42.	+12.5
South	. 49	33	+ 8.9	South	55	36	+ 5.8
North	54	36	+ 7.9	TOTAL	109	78	+10.0
TOTAL	103	69	+ 8.2	Alberta:			
Ontario:				North	48	35	+12.6
East	72	59	+14.3	South	60	45	+12.2
North	38	31	+17.2	TOTAL	108	80	+12.4
West	70	56	+12.9	British			
TOTAL	180	146	+14.4	Columbias	54	35	+13.6
				CANADA	739	551	+11.2

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unedjusted. B. Index adjusted for number of business days and seasonal variations.

8 01													cash	2	610														
British	A	6 901	115.6	111.5	104.5	107.0	123.3	135.3	143.1	160.1	181,9		143,6	187.5			124.9	122.3	154.4	145.3	176.1	185,0	167.5	179.0	173.1	181.9		0 0 *	
Alberta	A	ר טצר	130.1	137.5	132.9	137.3	133.7	171.5	180.8	187.5	210.8		176.8	217.5			129.4	125.9	148.7	156.8	169,2	176.6	176.1	190.4	192.5	210.8		ກ ດ +	
Saskat- chewan	A	0 071	144.8	136.8	161,4	140.9	137.8	181,3	178.2	20102	221,3		182,9	197.0			121.3	113,7	141.7	142.1	163.7	168.8	169.5	182.6	190°0	221.3	t t	1.00 +	
Manitoba	A	0 121	137.3	115.2	121.7	116.3	133.5	169.1	170.5	173.9	192.5		181,5	214.1			110.6	123.0	151,2	159.0	167.5	165,0	167.3	167.0	181.9	192,5	c t	7.0 +	-
Ontario	A	7 001	116.2	000000000000000000000000000000000000000	103.8	110.6	120.4	130.8	137.1	135.3	154.8		144.5	170.5			122,5	122,8	156.8	146.9	163.8	165.7	174.6	175.5	162.5	154.8		+ φ°, φ	
Quebec	A	/ 20°C	119.6	110.3	114.2	124.7	144.8	160,3	175.7	186.1	201.4	der very delt	167.5	194.3			123,6	124.9	167.9	181,0	206.6	212,0	203.5	199.8	171.0	201.4	C L	* * *	
Maritimes	Å	מ פרו	118.2	102.0	100.6	114.7	124.8	144.4	161.0	174.0	194.7	•	172.8	216.8			152,9	158.8	175.8	176.4	210.5	193.4	191,7	203.8	177.3	194.7	t.	Σ°.	
CANADA	В	700	108.7	6,66	106.7	107.0	117.9	133.4	146,1	159.9	172,4	-	160.3	163.3	and the same of th	maliya mila di	166.0	172.0	179.7	178.2	168,5	172.6	176.1	171.8	165.2	172.4		ı	
CAN	A	מ טרר	124.6	114.6	119.2	122.2	132.0	155.0	163.5	173.2	192°6		165.9	196.5			127.0	127.3	158,2	160.1	182,1	183.5	182.0	187.6	176.5	192.6	; «	7.9	
Year and Month		1026		1938			October, 1941	October, 1942	October, 1943	October, 1944	October, 1945		1944 November	December		1945	January	February	March	April	May	June	July	August	September	October	% Change,	JanOct., 1945	

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES NOVEMBER, 1945

Sales of country general stores in Canada during November, 1945 were higher by 9 per cent than in November, 1944 but fell off 6 per cent from October, 1945 volume. These results are based on reports submitted by 728 stores located in smaller communities and rural areas throughout the country. The average gain in sales for the first eleven months of 1945 over 1944 amounted to 6.5 per cent. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 181.4 for November 1 1945. 165.9 for November, 1944 and 192.3 for October, 1945.

While all regions of the country shared in the expanded business, gains were most pronounced in Ontario, British Columbia, the Maritime Provinces and Manitoba where increases amounted to 14, 13, 12 and 11 per cent respectively. Moderate advances recorded in other sections were as follows; 8 per cent in Quebec, 6 per cent in Alberta and 5 per cent in Saskatchewan.

After adjusting for differences in number of business days and for normal seasonal fluctuations, the November, 1945 index moved slightly upward to 174.1 from the 172.1 result for the immediately preceding month of October.

		vember, 19 vember, 19				vember, 194	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime			A STATE OF THE PARTY OF THE PAR	Manitobas	50	36	+11.0
Provinces	126	100	+11.5	Saskatchewan:			
Quebec:				North	59	36	+ 4.1
South	45	31	+ 7.4	South	51	34	+ 6.9
North	58	44	→ 7.5	TOTAL	110	70	+ 5.1
TOTAL	103	75	+ 7.5	Albertas			
Ontario:				North	43	26	+ 5.0
East	73	60	+15.9	South	63	50	+ 5.9
North	36	31	+16:2	TOTAL	106	76	+ 5.6
West	69	52	+12.1	British			
TOTAL	178	143	+14.3	Columbias	55	42	+13.2
				CANADA	728	542	+ 9.3

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted, B. Index adjusted for number of business days and seasonal variations.

1													65	2 -	*													
British Columbia	A	5°96	103,8	95.9	92 °0	102.7	11.2.8	115.8	126.3	143.6	162,6		187,5		124.9	122.3	154.4	145.3	176.1	185,0	167.5	179.0	173.1	183.0	162,6		+10.0	
Alberta	A	101.6	114.8	108,2	104.3	0	124.9	144.9	153,3	176.8	186.7		217.5		129.4	125.9	148,7	156.8	169.2	176.6	176.1	190.4	192,5	209.6	186.7		+ 5.7	
Saskat- chewan	A	107.1	116.7	114.0	104 , 5	119.4	121.0	152.8	167.2	182.9	192,2		197.0		121.3	113,7	141.7	142,1	163.7	168.8	169.5	182.6	190.0	219.5	192.2		* 3°8	
Manitoba	A	2°96	116.6	107,6	101,4	128.4	137.4	155,3	177.4	181,5	201.5		214.1		110,6	123°C	151.2	159.0	167.5	165,0	167.3	167.0	181,9	195.6	201,5		+ 4.2	
Ontario	A	98°3	102,1	96.6	98°2	109,7	117,2	128.0	142,2	144.5	165.2		170.5		122,5	122.8	156.8	146.8	163.8	165,7	174.6	175.5	162,5	154.8	165.2		0°8 +	
Quebec	A	95.8	3.901	10001	99.5	115.9	123.0	140.1	160,6	167.5	180°1		194.3		123.6	124,9	167.9	181.0	206.6	212,0	203.5	199,8	171.0	203.2	180°1		+ 5° 5	
Maritimes	A	106.6	2.11	97.5	103,5	117,3	121,5	138.5	166.3	172,8	192.7		216.8		152.9	158.8	175.8	176.4	210,5	193.4	.191.7	203.8	177.3	150.4	192.7		+ 7.9	
CANADA	B	100.3	105.7	99.3	97.5	108.6	118,4	138.5	150.8	160,3	174.1		163.3		166.0	172.0	179.7	178.2	168,5	172.6	176.1	171.8	165.2	1.72.1	174.1		ŧ	
CAN	A	100.3	109.3	102.2	10006	116,1	121.7	139.0	1.56 .1	165.9	181.4		196.5		127.0	127.3	158.2	160.1	182.1	163.5	182.0	187.6	176.5	192.3	181.4		+ 6.5	
Year and Month		November, 1936	November 1937		, ,	,	, ,	, 0,	November, 1943	November, 1944	November, 1945	7001	December	1945	January	February	March	April	May	June	July	August	September	October	November	% Change		JanNov., 1944

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Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

16-4030

COUNTRY GLURAL STORE SALLS, DECIMBER, 1945 MONTHLY INTERESTOR

December, 1945 sales of Canada's country general stores were 6 per cent higher than sales in December, 1944 and 15 per cent above November, 1945 volume. The December increase over a year ago, although somewhat below the 11 and 9 per cent increases which occurred in October and November, was almost identical with the 6.5 per cent gain in sales for the full year 1945 over 1944. Results for December are based on reports from 721 general merchants carrying on business in the smaller communities and rural areas of the Dominion. Unadjusted indexes (on the base, 1935-1939=100) stood at 208.7 for December. 1945. 196.5 for December. 1944 and 181.6 for November, 1945.

The Maritime Provinces, Ontario and British Columbia recorded the largest increases, gains ranging from 10 to 12 per cent. Annual increases also, in these areas, exceeded those for other sections of the country. A 6 per cent increase in Quebec for December was similar to the gain in that province for the year. Stores located in the Prairie Provinces were not able to expand sales volume above December, 1944 to any appreciable extent. Manitoba, which had experienced an 11 per cent increase in November, reported sales only 1 per cent greater in December, 1945, than in the same month of the previous year. Alberta sales in December, 1945, were higher by 3 per cent than the dollar volume in December, 1944, but Saskatchewan stores did 1 per cent less business in the same comparison. Cumulative results for the year showed comparatively minor gains, ranging from 3 to 6 per cent, for the Prairie Provinces.

The index with adjustment for differences in number of business days and for normal seasonal variations did not deviate substantially from indexes recorded in the immediately preceding months, standing at 173.6 for the month under review.

with company of the c		Lac Contactor of Street Contactor	NAME OF TAXABLE PARTY.				
	-	cember, 194				cember, 19	
Region	Number of stores reporting	report-	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba:	54	32	+ 0.9
Provinces:	124	93	+11.3	Saskatchewan:			
Quebec:				North	55	33	+ 1.4
South	47	30	+ 4.5	South	53	20	- 3.7
North	56	3 8	+ 5.9	TOTAL	108	53	- 0.5
TOTAL	103	68	+ 5.5	Alberta:			
Ontario:				North	45	26	+ 4.3
East	72	55	+11.2	South	59	41	+ 2.8
North	3-7	26	+ 9.3	TOTAL	104	67	+ 3.4
West	68	53	+10.2	British			
TOTAL	177	134	+10.3	Columbia;	51	34	+12.0
				CANADA	721	481	+ 6.2

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

e de la constante	a de la constitución de la const												est	2	con													
British Columbia	A	115.7	0 0 0	0.621	121.7	117.0	121.9	134.8	147.3	166.7	187.5	210.0		124.9	122.3	154.4	145.3	176.1	185,0	167.5	179.0	173.1	183.0	162.6	210.0	+10.2		
Alberta	A	196 4	\$ 000 F	130.4	128.1	136.0	138.2	160.5	182.2	203,5	217.5	224.9		129.4	125,9	148.7	156.8	169.2	176.6	176.1	190.4	192,5	209,6	186.2	224.9	+ 5°5		
Saskat- chewan	A	1020	40001	113.7	116,0	122,9	118.5	128.8	160.7	183.4	197.0	196.0		121,3	113.7	141.7	142.1	163.7	168.8	169.5	182.6	190°0	219.5	192.2	196.0	+ 3,3		
Manitoba	A	. 0	11201	134.9	126.0	130.3	137.4	158,8	187.9	201.4	214.1	216,0		110.6	123.0	151,2	159.0	167.5	165,0	167.3	167.0	181.9	195.6	200°4	216.0	+ 3.8		
Ontario	A	נטנו	TOOTT	125.2	114.4	118.6	123.2	140.4	153.2	163.9	170.5	188.1	 	122.5	122.8	156.8	146.9	163.8	165.7	174.6	175.5	162.5	154,8	164.6	188.1	0°6 +		
Quebec	A	0	70.05	124.1	116.1	121,5	132,2	160.5	169.8	184.2	194.3	205.0		123.6	124.9	167,9	181,0	206,6	212.0	203.5	199.8	171.0	203 2	179.9	205.0	+ 5.5		
Maritines	A	0	17801	127.0	116,0	124.1	130,3	146.5	172.3	202.8	216,8	241.3		152,9	158,8	175.8	176.4	210,5	193,4	191.7	203.8	177,3	190.4	195.8	241.3	+ 8,4		
CANADA	B	3	100°%	109.2	97,7	105,6	113,3	123.4	139,4	157.0	163,3	173.5		166.0	172,0	179.7	178,2	168,5	172.6	176.1	171.8	165.2	172.1	174.2	173.6	8		
CAN	A		116.9	124.6	118.3	123.5	128,3	147,4	166.3	184.5	196.5	208.7		127.0	127.3	158,2	160,1	182,1	183.5	182,0	187.6	176.5	192,3	181,6	208.7	+ 6.5		
Year and Month		1	December, 1936	December, 1937	December 1938	h	a ,	1941	1942	1943	1944 000	1945	1945	Tannar.		Contraction of the state of the	April	A SA	and an	July	August	September	October	November	December	% Change, JanDec., 1945	JanDec., 1944	

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Dominion Statistician; Chief, Merchandising and Services Branch; Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

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16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JANUARY, 1946

Sales of country general stores in Canada were 9 per cent higher in January, 1946 than in January, 1945. Recession from the high level of trading in the immediately preceding month of December, 1945 amounted to 34 per cent, a trend which is fairly consistent with the normal December-January movement. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 138.6 for January, 1946, 127.0 for January, 1945, and 209.7 for December, 1945. Results for the month under review are based on reports from 710 general merchants located in the smaller communities and rural areas of the country.

A 20 per cent increase for British Columbia stores, between January of the two years, featured the regional results. Sizatle gains, it may be noted, were experienced by stores located in widely dispersed sections of the province. A 14 per cent increase for country general stores in the Maritime Provinces in January follows a series of rather substantial gains in the late months of 1945 over 1944. These stores have not exhibited the same levelling-off tendencies apparent in recent results for many types of specialty stores in the larger population centres of that region. Increases in Quebec and Ontario were 10 and 11 per cent respectively, and gains for the various divisions of these two provinces revealed a marked degree of uniformity. In the Prairie Provinces, there was little change in sales volume between January of this year and last. The over-all gain of 5 per cent for Alberta was due mainly to a 12 per cent increase in northern areas of that province. Saskatchewan stores did 2 per cent more business than in January, 1945, while a decrease of 1 per cent occurred in Manitoba.

The adjusted index, taking into account differences in number of business days and normal seasonal variations, moved upward to a new high mark of 180.7 in January of this year. The previous peak in the adjusted series was recorded for March, 1945 when the index reached 179.7. The January index for the current year represented an advance from the December, 1945 index of 174.3.

		anuary, 19 anuary, 19				nuary, 194	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime		4 1		Manitoba:	54	30	- 1.1
Provinces;	121	92	:+13.8	Saskatchewan:			
Quebec:				North	59	36	+ 2.0
South	44	31	+ 9.6	South	51	32	+ 3.0
North	58	41	. + 9.4	TOTAL	110	68	+ 2.3
TOTAL	102	72	+ 9.5	Albertas			
Ontario:	1. S. C.		1 ;	North	42	28	+11.9
East	68	52	+ 9.3	South	56	30	+ 1.4
North		28	+10.3	TOTAL	98	58	+ 5.4
West	65	54	+12.1	British			
TOTAL	172	134	+10.7	Columbia;	53	48	+20.4
101111		201		CANADA	710	502	+ 9.1

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA	ADA	Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	
	A	В	A	A	A	A	A	A	A	
January. 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(g)	
January 1937	77,3	101,9	89,5	75.2	80.2	72.9	66.8	73.8	82.9	
, —	78.2	106.0	89.9	79.5	79.1	75.9	. 65.0	74.9	83.4	
	73.1	99°5	80.5	73.7	75.1	68.7	63.7	70.0	79.0	
	81.7	107.9	92.0	84.0	83.3	0.97	70.7	78.6	83.5	
	83.9	108.3	89.2	88.1	86.7	81.3	68.6	82.7	87.3	
January, 1942	101.2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6	
January, 1943	109.7	143.4	122.9	110.8	111.3	112.5	94.2	108.9	106.6	
January, 1944	119.5	160,5	140.8	119.1	116.3	104.7	112.0	122.5	114.1	
January, 1945	127.0	166.0	152.9	123.6	122.5	110.6	121,3	129.4	124.9	
1045										
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3	•
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4	- 2
April	160.1	178.2	176.4	181.0	146.9	169.0	142.1	156.8	145.3	; -
May	182.1	168.5	210.5	206.6	163.8	167.5	163,7	169.2	176.1	
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0	
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5	
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0	
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1	
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0	
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6	
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3	
970		,				,				
January	138.6	180.7	173.9	135.3	135.6	109.4	124.1	136.3	150.4	
Change .										
	+ 9.1	,	+13.7	+ 9.5	+10.7	- 1.1	+ 2.3	+ 5.3	+20.4	
January, 1945						1				
										1

(a) Not available.

MERCHANDISING BARCHETRICS FILE -C'

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCE

OTTAWA, CANADA

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Vol. 10 - No. 2

. 16-4030

MONTHLY INDEXES OF COUNTRY CEPTERAL STORE SALES, FEBRUARY, 1946

February sales of country general stores were practically unchanged from January and were 10 per cent higher than in February a year ago. The margin of increase over February last year was about on a per with that recorded in the corresponding January comparison, cumulative sales for the first two months of 1946 standing 9.3 per cent above the similar two-month period a year ago. Unadjusted indexes of sales on the base, 1935-1939 = 100 stood at 139.8 for February, 138.1 for January and at 127.3 for February, 1945.

In continuation of the marked increase recorded in British Columbia in January, February sales in this province gained 23 per cent over February of last year. Much more moderate gains were recorded in all other regions, percentage changes in sales in February of this year compared with last standing at 10 per cent for Alberta, 11 per cent for Saskatchewan, 6 per cent for Manitoba, 8 per cent for Contario, 8 per cent for Quebec and 9 per cent for the Maritime **arovinces.

The index of sales, adjusted for differences in number of business days and for normal seasonal movements, advanced from 180.0 in January to 187.8 in February.

These results are based on returns received from a sample group of 718 stores, carrying a general line of merchandise and located in places of 2,000 population or less.

		oruary, 194	and the same of th			oruary, 19	
Region	Number of stores reporting	Number report-	Per cent change	Region	number of stores reporting	Number report ing an increase	Per cent change
Maritime				Manitoba:	54	37	+ 5.6
Provinces:	126	91	+ 8.5	Saskatchewan:			
Quebec:			1	North	61	47	+ 8.7
South	48	28	+ 2.9	South	48	40	+13.9
North	52	39	+10.2	TOTAL	. 109	87	+10.7
TOTAL	100	67	+ 7.9	Alberta :			
Ontario:				North	41	26	+ 9.8
East	68	46	+ 7.8	South	64	52	+10.8
North	39	26	+10.7	TOTAL	105	78	+10.4
West	66	49	+ 7.7	British			
TOTAL	173	121	+84	Columbia:	51	43	+23.2
				CANADA	718	524	+ 9.8

INDEALS OF COUNTRY GENERAL STORE SALES - (Average for 1935-1939 = 100) A. Uned justed. B. Index at justed for number of business days and seasonal variations.

British Columbia	Ą	(a)	77.5	81.2	77.9	81.8	84.1	94.1	100°2	117.3	122.3	154 4	N P P P P P P P P P P P P P P P P P P P	140.0	176.1	185.0	167.5	179.0	173.1	183.0	162.6	208.3		148.8	150.7	+21.2		
Alberta	A	9.89	69.3	71.2	65.2	75.8	78.2	91.5	112.5	121.3	125.9	ח אזר	THO CO	156.8	169.2	176.6	176.1	190.4	192.5	209.6	186.2	227.3		138.7	1.90.0	+ 8°8		
Saskat- chewan	Ą	63.5	65.7	68.5	61,4	68.89	8.99	76.4	6.96	112.9	113.7	9 171	7077	142°T	163.7	168.8	169.5	182.6	190.0	219.5	192.2	198.0		123.7	125.8	 + 6.2		
Wani toba	A	62.3	67°1	75.9	0°49	75.2	9.94	91.9	110.7	118.2	123.0	151 6	20101	159.0	167.5	165.0	167.3	167.0	181.9	195.6	200.4	221.6		110.3	129.9	+ 8°		
Ontario	A	76.2	0.33	80.4	73.4	82.7	94.6	100.7	110.0	121.3	122.8	156.0	10000	146.9	163.8	165.7	174.6	175.5	162.5	154.8	164.6	188.2	Ngo Alber	135.6	133.2	9.6 +		
Onepec	V	(B)	74.9	78.2	72.7	79°C	84.9	7°66	112.0	124.8	124.9	2	167 ° 9	181 °0	506.6	212,0	208.5	199.8	171.0	2003	179.9	205.8		135.4	134.7	+ 8.7		
Maritimes	A	(a)	82.0	87.2	76.7	92.26	95.0	105.4	124.6	148.0	158.8	0 35	2.07	176.4	210.5	195.4	191.7	802.8	177.3	190.4	195.8	240.4		168.8	172.3	+ 9.4		
CANADA	B	(a)	108.3	107.0	9.7%	105.7	110.8	128.5	149.1	162.3	172.0	000	1.6.1	178.2	168.5	172.6	176.1	171.8	165.2	172.1	174.2	174.3		180.0	187.8	1		
CAN	A	(a)	75.0	79.7	8.0%	79.7	82.1	95.1	110.2	124.1	127.3	0	158°2	160.1	182.1	183.5	182.0	187.6	176.5	192.3	181.6	209.7		138.1	139.8	 + 50 50		
Year and Month		 February, 1936	February, 1957			,				February, 1944	February, 1945	1945	March	April	May	June	July	August	September	October	November	December		1946 Tennemy	February	% Change, Jan - Feb. 1946	JanFeb., 1945	

(a) Not available.

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OTTAWA, CANADA

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Chief, Merchandising and Services Branchs
Vol. 10 - No. 3

16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MARCH, 1946

Country general store sales in Canada were 20 per cent higher in March than in February and gained 6 per cent over March, 1945. The margin of increase between March of the two years was smaller than those recorded in the first two months of this year, the average gain for the first quarter of 1946 compared with the similar period of 1945 standing at 8 per cent. On an average daily sales basis, March business would have shown expansion equivalent to that recorded in the earlier months of the year, since there was one more business day in March last year than in the month under review. Unadjusted indexes (on the base, 1935 to 1939=100) stood at 167.7 for March, 1946, 139.8 for February, 1946 and 158.2 for March, 1945.

A review of the increases between March of last year and this for the various provinces reveals higher gains for British Columbia than for other parts of the country. March sales in that province gained 13 per cent over March a year ago. A fair degree of uniformity was apparent among the increases for other provinces. Apart from a minor gain of 2 per cent in Seskatchowan, sales increases ranged from 4 to 8 per cent. Cumulative results for the first quarter of this year show British Columbia sales up 18 per cent, a gain which far exceeds increases for other provinces. Manitoba and Saskatchowan sales were up 4 and 5 per cent respectively in the first quarter of this year over last, while gains in other provinces were very close to the 8 per cent increase for Canada during the similar period.

When adjusted for differences in the number of business days and for normal seasonal variations, the index moved upward to 196.0 in March, establishing a new peak in the adjusted series. Adjusted indexes stood at 187.9 in February and 180.0 in January of this year, while an index of 179.7 was recorded in March, 1945.

TOTAL CO.		e et at about director book et			and distance assistance of the order of the		
		March, 194				March, 1946 March, 194	
Region	Number of stores	Number report=	Per cent	Region	Number of stores	Number report-	Per
	reporting	ing an	change		reporting	ing an	change
Maritime				Manitoba;	51	32	+ 5.6
Provinces	127	85	+ 7.9	Saskatchewans			
Quebecs				North	60	36	+ 1.1
South	48	26	+ 4.2	South	52	33	→ 3.8
North	55	39	+ 8.0	TOTAL	112	69	+ 2.1
TOTAL	103	65	+ 6.8	Albertas			
Ontario:	:		4	North	47	27	+ 1.2
East	68	44	+ 6.1	South	62	40	+ 6.3
North	38	22	+ 8.8	TOTAL	109	67	+ 4.4
West	64	36	+ 1.1	British			
TOTAL	170	102	+ 4.6	Columbias	56	42	+12.9
	,			CANADA	728	462	+ 6.0

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Voew ond Month	CAN	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskat-	Alberta	British Columbia
ופמו מוות שומוניוו	A	. B	A	A	A	A	А	A	A
Mowah 1036	70 0	6 90	0 78	78.6	81.6	72.3	73.3	77.3	85,0
	2000	105.7	95.6	92°6	91.0	84.1	81,3	85.2	92.5
	0.06	106.3	90°7	99.5	93.5	88.2	75.1	83.1	92.4
	82,8	97.1	83.6	91.0	83.1	81.5	71,2	77.1	88.4
	89.6	105.7	93.5	94.2	89°6	87.1	80.4	86.9	93.6
	95.0	111.8	98.1	104.4	97.0	92.4	78.6	89.1	98°8
-	108.7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
	139.9	163.5	156.1	155.0	133.3	133.3	123.4	130.8	135.6
	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
1945	ר טפר	9 021	176 4	181.0	146.9	159.0	142,1	156.8	145.3
April	1,001	168 5	270.5	9,505	163.8	167,5	163.7	169.2	176.1 N
	10201	9 641	193.4	212.0	165.7	165.0	168,8	176.6	
Trality	1820	176.1	191.7	203 5	174.6	167.3	169.5	176.1	167.5
Angust	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190°4	179.0
September	176.5	165,2	177.3	171.0	162,5	181.9	190.0	192.5	173.1
October 200	192,3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November 2000	181,6	174.2	195.8	179.9	164.6	200.4	192,2	186.2	162,6
December	209.7	174.3	240.4	205,8	188.2	221.6	198.0	227.3	208.3
1946 January	138,1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139,8	187.9	170.4	135.7	133.6	130.4	126.0	138.4	151.3
March	167.7	196.0	189.7	179.3	164.0	159.7	144.7	155.2	174.3
20000									
JanMar., 1946	0°8	ı	+ 8.5	\$°5	+ 7.7	+ 4.1	+ 4.7	+ 7.0	+18,1
JanMar., 1945							1		
		-			and the same of the same of the same of		-		

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Dominion Statistician; Chief, Merchandising and Services Branch;

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Herbert Marshall, B.A., F.S.S.

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16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, APRIL, 1946

Country general store sales in Canada averaged 11 per cent higher in April than in March and were almost 17 per cent above the volume of business transacted in April a year ago. The 17 per cent increase over April a year ago compares with a gain of 6 per cent in March of this year over last and with a gain of approximately 11 per cent in the cumulative comparison for the first four months of the current year over the corresponding four-month period of 1945. The more substantial gain recorded in the April results may be attributed to various factors. There was one more business day in April of this year than last. Furthermore the late Easter date this year had a favourable effect upon retail purchasing when compared with 1945 when the Easter business fell entirely in the month of March. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 187.2 for April, 1946 compared with 168.8 for March and 160.1 for April a year ago.

While all sections of the country reported increased sales, the gains recorded in the western provinces were outstanding. Saskatchewan sales were up by 26 per cent while Alberta and British Columbia both reported increases of 24 per cent. Manitoba sales were up by 18 per cent while a uniform increase of 13 per cent was reported by the Maritime Provinces, Quebec and Ontario.

When adjusted for differences in the number of business days and for normal seasonal variations, the index moved upward 197.3 for March to 202.1 for April, surpassing the March peak by 4.8 points.

		April, 194 April, 194				April 946 April, 1949	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitobas	51	38	*17.6
Provinces:	122	88	+12.9	Saskatchewan;			
Quebec:				North	59	. 54	+25.5
South	43	31	+14.8	South	48	41	+25.5
North	53	39	+11.9	TOTAL	107	95	+25.5
TOTAL	96	70	+12.8	Albertas			
Ontario:		2		North	45	36	+25.1
East	66	47	+ 7.2	South	60	57	+22.6
North	41	36	+22.6	TOTAL	105	93	+23.5
West	67	53	+12.6	British			
TOTAL	174	136	+13.2	Columbias	53	47	+23.5
				CANADA	, 708	567	+16.9

INDEXES OF COUNTRY CENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CAN	CANADA	Maritimes	Suebec	Ontario	Manitoba	Saskat- chewan	Alberta	British
	A	В	A	A	A	A	A	A	A
April 1936	800	7 90	7 50	0 10	1 90	000	2 20	S	C C
	2000	104.1	100.3	0 4° C	100.4	2000	0.00	# 00° #	1000
April, 1958	102,3	106,8	9886	104,9	104.2	102.0	0.70	103.50	104.7
	89.4	97.0	88°0	88°6	87.8	1016	84,8	93.8	4,00
April, 1940	95.7	103.5	95.0	95.5	6.96	100.2	91.3	93.6	102,3
April, 1941	108.2	117.0	103.6	117.9	111,2	108.4	93.7	110.0	105.2
	124.1	133.7	118.9	139.2	129.0	126.3	104.8	121.8	113.9
	141,2	151.0	143.5	149.9	134.4	151.4	133,0	145.3	129.8
	155.8	175.7	167.0	166.7	139.8	158.4	152.0	165.8	137.1
April, 1945	160,1	178,2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
1945			1						
May occessor	182,1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165,0	168.8	176.6	185.0 2
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175,5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181,9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181,6	174.2	195.8	179.9	164,6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138,1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.9	170.4	135.7	133.6	130,4	126.0	138.4	151.3
March	168,8	197.3	191,0	180,8	165.6	158.4	144.9	156.4	177.0
April	187.2	202.1	199,2	204.2	166.3	187.0	178.3	193.7	179.4
% Change.									
- 1	+10°7	ı	6°6	\$ 0°8	\$°6	* 7.8	+10°4	+11°8	+20°0
JanApr., 1945 .									

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MAY, 1946

Country general store sales in Canada were 14 per cent higher in May, 1946 than in April and stood 17 per cent above May, 1945. The increase over May, 1945 was on a par with the gain recorded in April of this year compared with last. The average gain for the first quarter of this year over last was only 8 per cent but, when the 17 per cent increases for the two later months are included, the cumulative gain for the first five months stands at 12 per cent. Heavy sales of feed, building supplies and materials, were mentioned by some retailers to be among the more important factors contributing to the recent sales expansion. Unadjusted indexes (on the base, 1935 to 1939 = 100) stood at 213.4 for May, 1946, 186.7 for April, 1946 and 182.1 for May, 1945.

The increases throughout all sections of the country were unusually uniform and provincial average increases were in almost all cases very close to the average gain for the country as a whole. British Columbia, where a pronounced sales increase of 26 per cent occurred between May of 1945 and 1946, was the single exception.

A slight recession took place in the adjusted index which moved from 201.5 in April of this year to 196.4 in the month under review.

		May, 1946 May, 1945				May, 1946 May, 1945	
	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba:	. 52	44	+15.0
Provinces:	126	97	+15.9	Saskatchewan:			
Quebec:				North	61	52	+13.6
South	43	30	+13.2	South	52	43	1+16.8
North	55	45	+17.2	TOTAL	113	95	'+14.5
TOTAL	98	75	+15.9	Alberta:			1
Ontario:				North	48	30.	+ 9.7
East	66	52	+19.9	South	57	51	+21.2
North	40	32	+22.1	TOTAL	105	81	+16.8
Test	64	57	+17.7	British			į
TOTAL	170	141	+19.5	Columbia:	54	45	+26.0
				CANADA	718	578	+17.2

INDEADS OF CONTRA GREEK STORE SALES (Avorage for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

2 Columbia 185,0 167,5 179,0 173,1 183,0 162,6 148.8 151.3 177.0 178.6 222.0 102.9 112.4 108.0 111.1 116.8 141.4 176.1 British +21,4 ⋖ Al berta 96.9 97.1 93.6 92.1 105.8 111.6 126.5 158.7 158.4 156.4 194.3 16001 176.6 176.1 190.4 192.5 209.6 209.6 227.3 +13,1 ⋖ 168.8 169.5 182.6 190.0 219.5 192.2 125.7 126.0 144.9 179.1 98.8 101.9 92.0 87.8 98.6 102.8 115.7 115.7 1155.3 Saskat chewan +11° Manitoba 110.3 150.4 158.4 188.7 165.0 167.3 167.0 181.9 195.6 200.4 92.7 98.9 100.9 96.7 100.7 152.4 159.4 174.5 167.5 90,7 ⋖ Ontario 111,3 121,2 1120,2 1120,2 1132,6 1132,6 1158,4 1167,7 165,7 174,6 175,5 162,5 154,8 164,6 135.6 155.6 165.6 167.3 +1139 ⋖ ueben 104.5 120,2 122,2 132,9 148,2 172,9 172,9 189,7 211,5 212.0 203.5 199.8 171.0 203.2 179.9 135.4 135.7 180.8 202.7 10 Laritimes 109.9 125.4 125.4 117.5 1153.6 152.7 152.7 152.7 150.6 190.4 195.8 240.4 168.8 170.4 191.0 194.6 244.0 193.4 191.7 205.8 177.3 +10.8 96.1 104.5 105.5 99.4 106.8 131,8 150,4 166,5 168,5 172.6 176.1 171.8 165.2 172.1 174.3 180,0 187,9 197.3 201.5 104.0 1115.1 1111.0 108.0 116.5 126.9 126.9 162.8 180.8 182.5 182.0 187.6 176.5 192.3 181.6 168.8 186.7 215.4 139,8 138.1 +12.2 < January % Change, Jen.-May, 1946 . Jen.-May, 1945 . July October November December February Larch May Mgust April June September Year and Month 1943 1944 1937 1940 1941 1958 May, = = 22 = = = = =

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> DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES SECTION

OTTAWA, CANADA

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Vol. 10 - No. 6

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JUNE, 1946

Country general store sales in Canada were approximately 5 per cent lower in June than in May but were 10 per cent higher than in June, 1945. The increase over June a year ago was about on a par with the average gain for the first six months of this year compared with last which amounted to 12 per cent. Unadjusted in~ dexes of sales, on the base 1935-1939 = 100, stand at 201.9 for June compared with 212.7 for May and 183.5 for June, 1945.

Sales in the southern part of Quebec province were unchanged from June a year ago. All other sections of the country for which separate figures are compiled registered increases ranging as high as 16 per cent for the northern part of Ontario. The index of sales, when adjusted for number of business days and for normal seasonal movements, stood at 197.6 for June, practically unchanged from 195.7 recorded for May and slightly above the average level during the first half of the year as indicated by an average seasonally adjusted index of 193.3 for the first six months of 1946.

QC - Sh-, - year oldermilled Albo- older - Share -		June, 1946 June, 1945				June, 1946 June, 1945	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	ing an	Per cent change
Maritime				Manitoba:	51	43	+12.9
Provinces:	131	90	+13.4	Saskatchewans			
Quebec:				North	63	50	+11.4
South	43	18	- 0.4	South	51	41	+12.9
North	53	38	+ 9.3	TOTAL	114	91	+12.0
TOTAL	96	56	+ 6.2	Albertas			
Ontario:				North	49	26	+ 5.6
East	66	45	+ .8,2	South	62	49	+10.2
North	39	32	+15.7	TOTAL	111	75	+ 8.4
West	63	45	+ 9.1	British			
TOTAL	168	122	+10.4	Columbia;	57	43	+12.6
				CANADA	728	520	+10.0

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

1 -4	7	10° p	*										c	. 2	, .														
British Columbia	A	7 601	1000	117,6	117.1	114.9	115,1	116.9	133,4	141.04	167.3	185,0		167.5	179.0	173,1	183,0	162,6	208.3	0 0 0	T#0°0	e°TeT	177.0	178.6	212,5	208.3	0.	0°8T+	
Alberta	A	0 20	0000	86.8	100°7	93.8	104.8	108.7	122,2	143.3	161.9	176.6		176.1	190°4	192,5	209.6	186.2	227.3	0 0 0	10001	Togo 4	156.4	194.3	197.6	191,5	0	7.021+	
Saskat- chewan	A	00	4000	96,8	101,4	86.0	97.5	102,7	107,7	149.7	165.3	168.8		169.5	182,6	190°0	219.5	192,2	198.0	000	1000	75000	144.9	179.1	185.2	189.0		ǰT⊺+	
Manitoba	A	7 70	だっせっ	100.8	110.9	99°6	102.5	111.7	130.2	150.4	155.4	165,0		167,3	167.0	181,9	195.6	200.4	221,6	0	TTC O	150.4	158,4	188,7	193,1	186.2	0	#*OT+	
Ontario	A	0 20 5	TOSOT	110.8	109.3	103.5	110.4	114.7	131,8	142.3	147.4	165.7		174.6	175.5	162,5	154.8	164.6	188.2	5	00007	155.6	165,6	167.3	195.7	182,9		411.6	
Quebec	A	3 .50 .	noon T	122.3	125,8	114.5	125,0	134.4	160,5	177.7	198,5	212,0	Residence of	203,5	199°8	171.0	203,2	179.9	205.8	t t	10004	1920%	180,8	202 ° 7	241,1	225.2	0	\$ °0T+	
Maritimes	A	r (0 t	- o T O T	109.9	104.1	10001	104.8	108,2	128,1	154.7	178.1	193.4		191°7	203.8	177.3	190°4	195,8	240.4	0	100°C	T./ 0°4	191,0	194.6	243,7	219.3		+11°5	
1DA	В	04 0	3010	106°C	107.1	98°0	106.9	116.1	129.2	150,6	164.4	172.6		176.1	171,8	165,2	172,1	174.2	174.3	0	10000	6°1,2T	197,3	201,5	195.7	197,6		1	
CANADA	A	V 00 F	#°001	109.4	110.9	102,4	110,2	115.8	133,1	153.9	170,0	183.5		182,0	187,6	176.5	192.3	181,6	209.7	0	10001	ಬಂಗಿ೧೯	168.8	186.7	212,7	201,9		/ ° † T +	
Year and Month		1026	Onlie Labo occoso	June, 1937	June, 1938	June, 1939	1940	June, 1941	June, 1942	June, 1943	June, 1944	June, 1945	1945	July ocessooooo	August	September	October	November	December	1946	Janua ry	February	March	April	May	June	% changes	JanJune, 1946	JanJune, 1945

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Minister of Trade and Commerce DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES SECTION

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Herbert Marshall, O.B.E., B.A., F.S.S. Director, Division of Census of Industry and Merchandising: W. H. Losee, B.Sc.

Chief, Merchandising and Services Section: A. C. Steedman, B.A. Vol. 10 - No. 7 16~4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JULY, 1946 (1935-1939=100)

Country general store sales in Canada averaged 4 per cent higher in July than in June and were up 15 per cent compared with July a year ago according to reports received from a sample number of 725 stores selling a general line of merchandise and located in places of less than 2,000 population. The 15 per cent gain compared with July a year ago is slightly larger than the average increase for the first seven months of this year compared with last which amounted to 12 per cent. The July index of sales on the base 1935-1939=100 stands at 208.9 compared with 201.6 for June and 182.2 for July, 1945.

All regions of the country for which separate figures are compiled registered gains of considerable magnitude in July of this year compared with last. Increases of 16 per cent were recorded in British Columbia and Ontario. Sales in the Maritime Provinces were up 17 per cent while gains for other regions stand at 14 per cent for Quebec, 13 per cent for Alberta, 11 per cent for Saskatchewan and 8 per cent for Manitoba.

A control of the cont	- Consideration of the Constant of the Constan	ly, 1946 ly, 1945		re (San Shirologa man Allenan, Famour nama ke shirologa ga shirologa ga shirologa Allenan Shirologa (San Shirologa ga Shirologa Allenan Shirologa Allenan Shirologa Allenan Shirologa Allenan Shirologa (San Shirologa Allenan Shirologa Allenan Shirologa Allenan Shirologa (San Shirologa Allenan Shirologa (San Shirologa Allenan Shirologa (San Shirologa (derection of	ly, 1946 ly, 1945	Control of the second of the s
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime	.`			Manitoba:	57	41	+ 7.7
Provinces:	124	98	+17.4	Saskatchewan:			
Quebec:				North	57	47	+ 9.7
South	45	34	+12.7	South	51	41	+12.8
North	57	41	+14.2	TOTAL	108	88	+10.9
TOTAL	102 /	75	+13.7	Alberta:			
Ontario:	*			North	49	34	+10.2
East	68	52	+19.6	South	60	51	+15.2
North	37	33	+19.3	TOTAL,	109	85	+13.3
West	66	56	+16.6	British			
TOTAL	171	141	+18.2	Columbia:	54	40	+17.9
	Conductor de Amelia Manageria	top direction days and a section	manuscript de serviciones de	CANADA	725	568	+14.7

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CAI	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskat-	Alberta	British Columbia
en jangspilosses ethebenskepen (Ethespilossepen der men general von der eine Statistische Statistische Geschliche Statistische Statisti	A	В	A	A A	A	A	A	A	A
July, 1936	102.0	95.7	102.4	107.3	108.3	102.1	69.5	95.0	103.1
July, 1937	116.6	105.7	119.7	129.8	125.6	112.3	96 . 2	98.2	116.6
July, 1938	111.1	104.4	103.4	124.5	118.6	112.9	97.8	97.4	110.6
	104.9	99.0	97.8	120.6	109.2	106.4	6.83	93.7	106.7
1940	2111.2	104.7	103.5	129.2	119.3	105.9	91.8	101.0	107.6
July, 1941	125.9	117.6	120.1	149.0	131.5	125.3	103.1	114.4	116.7
July, 1942	141.2	130.9	133.6	169.1	143.9	139.1	119.7	130.4	125.1
July, 1943	164.0	153.1	165.9	186.9	158.3	166.9	152.1	157.4	138.5
July, 1944	170.6	160.1	177.7	195.1	160.5	165.6	158.9	163.1	15%.1
July, 1945	182.2	176.4	191.4	205.9	174.6	170.1	169.9	175.7	167.6
1945									
August	186.1	170.5	0,103	198.5	174.6	168.8	180.2	187.1	160.2
September	175.4	164.2	176.6	169.3	161.9	181.2	190.2	191.0	170.1
October	191.5	171.4	189.7	202.5	154.0	194.4	218.7	208.5	182.4
November	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	88.8	208.7
1946									
January	13786	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168,9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	169.8	186.8	187.8	208.3
July	208.9	195.6	224.7	231.9	206.4	183.2	188.3	199.0	197.6
% Change									
JanJuly, 1946 JanJuly, 1945	+12.2	1	+12.1	+10.9	+12.7	+10.2	+11.0	+12.4	+18.6

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES SECTION

OTTAWA. CANADA

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Vol. 10 - No. 8

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, AUGUST, 1946 (1935-1939=100)

Country general store sales in Canada averaged 5 per cent higher in August than in July and were up 18 per cent compared with August a year ago according to reports received from a sample number of 720 stores selling a general line of merchandise and located in places of less than 2,000 population. The 18 per cent increase in August, 1946 over August a year ago is the largest recorded this year in corresponding-month comparisons with 1945. The rate of expansion has increased gradually throughout the year and the cumulative gain for the first eight months of 1946 now amounts to 13 per cent, having advanced to that point from an average increase of 8 per cent in the first quarter of the year. The August index of sales was 219.3, a figure which compares with indexes of 186.1 in August, 1945 and 208.3 in July, 1946.

The margin of increase over August of last year was somewhat wider in western sections of the country. Increases in Saskatchewan, Alberta and British Columbia were all above 20 per cent and a high of 25 per cent was reached in the latter province. Manitoba stores had a sales increase of 17 per cent. Ontario's country general stores, which have maintained a high sales volume level in recent months, again recorded a prominent increase, sales being 19 per cent higher in August this year than last. Less pronounced, but nevertheless substantial, were gains of 15 and 14 per cent which occurred in the Maritime Provinces and Quebec respectively.

		igust, 1946 igust, 1945				igust, 1946 igust, 1945	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba:	54	43	+17.0
Provinces;	128	99	. +14.9	Saskatchewans			
Quebecs				North	52	42	+16.2
South	42	27	+ 7.3	South	51	47	+27.0
North	55	42	+16.3	TOTAL	103	89	+20.2
TOTAL	97	69	+13.4	Albertas			
Ontario:				North	43	29	+14.7
East	72	61	+21.9	South	62	57	+25.9
North	39	32	+21.1	TOTAL	105	86	+21.6
West	67	57	+15.8	British			
TOTAL	178	150	+19.1	Columbias	55	47 .	+24.6
				CANADA	720	583	+17.8

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

	CAN	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskat-	Alberta	British
rear and mondin	A	В	A	A	A	A	A	A	A
Angust. 1936	108.3	100,2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
9 4	111,5	106,3	107.3	118.4	112.5	121.6.	0°66	109.5	113.8
	11001	101,8	102.5	113,1	108.0	121.6	108.3	111.5	111,5
-	107.7	99°7	102.4	108.0	104.8	114.2	109.0	112.2	109°1
	118,4	105,5	112.6	121,5	122,5	117.4	113.6	122,2	112.8
1941	131,6	121.0	126.1	144.2	131.4	137.1	122.1	130,0	120.8
	146.6	135.3	145.8	162.7	143,8	145.3	133.1	147.4	134.1
	157,2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
	174.6	161,1	181.6	185.2	155.3	167.8	180.6	182,9	165.0
	186.1	170.5	201.0	198.5	174.6	168.8	180.2	187.1	180°2
,									
1945									
September	175.4	164.2	176.6	169,3	161,9	181,2	190°2	191°0	170,1
October	191.5	171.4	189.7	202,5	154.0	194.4	218.7	208°2	182.4 18
November	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
0.40									
1340	0	2001	0 021	325	7 7 7 2	ר ונו	193.9	138.0	149.7
January	TOLOG	#°C-T	140.0	20001	7 2 5 0	130 0	1.96.	138.5	151.5
reprusty	140°C	107.3	2.0011	182.7	165,3	156,4	144.4	156.6	178,1
In a consocial and a consocial	187.3	2020	194,8	2040	169.2	185.9	179.0	194.8	179.9
A TANK	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196,0	213.9
	201.6	197.3	220,5	226.8	181,1	189.8	186.8	187.8	208.3
[11] A	20803	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219,3.	196.0	230.9	225,1	207.9	197.4	216.6	227.6	224.6
% Change,						1	0	7 7 7	710 %
JanAugust, 1946 JanAugust, 1945	+12°9	8	+12.6.	+11°2	+13.6	·.	+ 12	0.01+	0

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Vol. 10 - No. 10

16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, OCTOBER, 1946 (1935-1939=100)

Retail trading in Canada's country general stores increased 7 per cent in October, 1946 over the same month a year ago and moved 9 per cent higher than in the preceding month of September. The increase between October of this year and last was somewhat below the average increase in sales for the first ten months of this year over the same period of 1945 which amounted to 12 per cent. These results are based on figures supplied by 721 general merchants located in small communities and rural areas throughout the country. Unadjusted indexes (on the base 1935-1939=100) stood at 205.1 for October, 1946, 191.5 for October, 1945 and 188.6 for September, 1946.

Many sections of the country, most of them in western Canada, experienced substantial expansion in sales during October this year. British Columbia, Alberta, southern Saskatchewan and northern Ontario were areas in which the largest gains occurred, increases ranging from 10 to 17 per cent. Sales of stores operating in northern Saskatchewan showed a reduction of 1 per cent below October, 1945. Increases elsewhere fell within the limits of 3 to 7 per cent.

6		tober, 1946 tober, 1945				cober, 194	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba;	54	33	+ 5.6
Provinces;	135	83	+ 6.4	Saskatchewan:			
Quebecs				North	54	31	- 0.6
· South	44	22	+ 2.5	South	48	31	+11.2
North	53	31	+ 4.8	TOTAL	102	62	+ 3.8
TOTAL	97	53	+ 4.1	Alberta:			
Ontarios				North	46	30	+10.4
East	67	41	+ 6.8	South	62	48	+11.5
North	41	31	+14.8	TOTAL	108	78	+11.1
West	64	47	+ 6.7	British			
TOTAL	172	119	+ 8.7	Columbia	53	41	+16.6
20212				CANADA	721	469	+ 7.1

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

ı	1	1												00	2	69														
British	A	6 50 5	100°E	115.6	111,5	104.5	107.0	123.3	135.3	143.1	160,1	182,4		164.1	208.7			149.7	151.5	178,1	179.9	213,9	208.3	196.3	223.8	190°1	212,7		+18,2	
Alberta	Ą	- O2-	1000	130° I	137.5	132.9	137.3	133.7	171,5	180,8	187,5	208.5		185.3	228,8			138,0	138,5	156.6	194.8	196 0	187.8	195.9	228,7	199.2	231.7		+12.2	
Saskat- chewan	A	ם משנ	LO0 0	. 144° &	136.8	161,4	140,9	137,8	181,3	178,2	201,2	218.7		193,3	194.6			123,2	126,1	14404	179.0	183,9	186.8	186,7	217,3	212,7	227.0		+11,1	
Manitoba	A	0 121	1 FG F	10%	115.2	121,7	116,3	133.5	169,1	170.5	173.9	194.4		202 ° 2	221.4			111,1	130.2	156.4	185.9	191,9	189.8	182,9	198,7	211,2	205.4		+11.1	
Ontario	A	7 aor	000	TIPOS	99°8	103,8	110.6	120.4	130.8	137.1	135.3	154.0		164.0	189,1			134,3	135.0	165.3	169,2	196.9	181,1	207.3	207.5	169,1	167,4		+12.2	
Onepec	A	10% //	900	11900	110°3	114.2	124.7	144.8	160,3	175.7	186,1	202,5		184.1	205.8			135,2	136.0	182.7	204.0	241,3	226.8	231,2	225.9	176.9	210°7		+ 9°8	
Maritimes	A	9 611	ס מר ר	TIROS	102.0	100°6	114 ° 7	124.8	144.4	161,0	174.0	189.7		194.1	240°9			168.0	170.0	189,3	194.8	243.7	220,5	225.7	230.6	190°0	201,9		+11.4	
CANADA	В	7.001	1000	10801	99°9	.106.7	107.0	117,9	133.4	146.1	159.9	171.4		175,1	174.2			179.4	188.4	197.3	202,2	195.7	197.3	195.0	196.3	181,0	182.9		1	
CAI	A	אסנר	00000	164.0	114.6	119,2	122.2	132.0	155.0	163.5	173.2	191,5		182.5	209°6			137.6	140.2	168,9	187,3	212,6	201.6	208.3	219.6	188.6	205.1		+11,07	
Year and Month		October 1936		_		October, 1939	October, 1940	October, 1941	October, 1942	October, 1.943	October, 1944	October, 1945	1945	November	December	()	1946	January	February	March	April	May	June	July	August	September	October	% Change,	JanOct., 1946	JanOct., 1945

3-2-03

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES STATISTICS

OTTAWA, CANADA

Dominion Statistician; Director, Division of Census of Industry and Merchandising; Chief, Merchandising and Services Statistics; Vol. 10 - No. 11 Herbert Marshall
W. H. Losee

A. C. Steedman

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, NOVEMBER, 1946

Sales of country general stores in Canada for November, 1946 were 11 per cent higher than for November, 1945, but declined 2 per cent below the preceding month of October, 1946. The average increase in sales for the first eleven months of 1946 compared with the similar period of 1945 amounted to 12 per cent. Unadjusted indexes (on the base, 1935-1939=100) stood at 201.8 for November, 1946, 182.5 for November, 1945 and 205.4 for October, 1946. These results are based on sales reports of 708 general merchants located in small communities and rural areas throughout Canada.

The table below shows the increases for November, 1946 over November, 1945 in different sections of the country. British Columbia continues to lead other regions, and a 19 per cent increase in November compares with an average gain of 18 per cent for that province during the first eleven months of the year. The November increase of 16 per cent for Alberta exceeded the 13 per cent gain in the eleven-month cumulative comparison. Increases for Quebec were more moderate than those for other regions, in both the November and January-to-November comparisons.

•		vember, 194				vember, 194 vember, 194	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba:	52	37	+11.8
Provinces:	128	92	+11.1	Saskatchewan:			
Quebec:				North	54	35	+ 7.5
South	43	29	+ 8.0	South	54	37	+11.2
North	53	29	+ 2.6	TOTAL	108	72	+ 8.9
TOTAL	96	58	+ 4.3	Alberta;			
Ontario;				North	44	38	+19.3
East	71	52	+11.0	South	59	46	+13.8
North	39	33	+15.0	TOTAL	103	84	+15.9
West	60	51	+11.9	British			
TOTAL	170	136	+12.3	Columbias	51	40	+18.6
				CANADA	708	519	+10.5

INDEXES OF COUNTRY GENERAL STORE SALES-(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA	ADA	Maritimes	Quebec	Ontario	Ontario Manitoba	Saskat-	Alberta	British
	A	В	A	A	A	A	A	A	A
250 L		6	0 001	1	6		r C		
٠ ،	TOO	100.0	g°qnT	90° C	80°0	2008	107.01	101.5	3 3 3
November, 1937	109.3	105.7	111,2	106.5	102.1	116,6	116.7	114.8	103.8
November, 1938	102.2	99°3	.97.5	10001	96°9	107.6	114.0	108.2	95.9
November, 1939	100.6	97 0.5	103.5	99°2	98°5	101,4	104.5	104.3	92.0
November, 1940	116,1	108.6	117.3	115.9	109.7	128,4	119.4	124.0	102.7
November, 1941	121,7	118,4	121.5	123,0	117.2	137,4	121.0	124.9	112,8
November, 1942	139,0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142,2	177.4	167.2	153.3	126.3
November, 1944	165.9	160,3	172.8	167.5	144.5	181,5	182,9	176.8	143.6
November, 1945	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
1945									
December	209.6	174.2	240.9	205.8	189.1	221,4	194.6	228.8	208.7
1946									tte
January	137.5	179,4	168,0	135.2	134.3	111,1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135,0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165,3	156.4	144.4	156.6	178.1
April	187,3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195,7	243.7	241,3	196.9	191.9	183,9	196.0	213,9
June	201.6	197,3	220.5	226.8	181,1	189.8	186.8	187.8	208,3
July	208.3	195,0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225,9	207,5	198.7	217,3	228.7	223.8
September	188.6	181.0	190.0	176.9	169,1	211,2	212.7	199.2	190,1
October	205.4	183,2	204.8	208.5	168,7	206.2	228.8	230.2	212,3
November	201.8	188.2	215,6	192,1	184.2	225.7	210,4	214.8	194.6
% Change,									
JanNov., 1946	+11.6	1	+11.6	+ 9°2	+12.3	+11.2	+10.9	+12.5	+18.2

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OTTAWA, CANADA

Dominion Statistician:
Director, Division of Census of Industry and Merchandising:
Chief, Merchandising and Services Statistics:
Vol. 10 - No. 12

Herbert Marshall

W. H. Losee

A. C. Steedman

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, DECEMBER, 1946

Sales of country general stores in Canada were 6.6 per cent higher in December, 1946 than in December, 1945 and were approximately 10 per cent above the November level according to reports received from a sample of 721 of these stores located in the smaller towns and rural areas and carrying a general line of merchandise. The increase in December, 1946 over 1945 was considerably less than the gains recorded in earlier months of the year, sales for the calendar year 1946 averaging 11 per cent above 1945. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stand at 223.4 for December, 202.3 for November, 1946 and 209.6 for December, 1945.

Increased salos in December, 1946 over 1945 were general throughout the country, gains ranging as high as 12.4 per cent for the northern districts of Ontario being reported. Regional increases for December, 1946 over 1945 with average gains for the year in brackets are as follows; Maritime Provinces, 3.5 per cent (10.6 per cent); Quebec, 7.1 per cent (9.1 per cent); Ontario, 7.9 per cent (11.8 per cent); Manitoba, 7.5 per cent (10.9 per cent); Saskatchewan, 3.6 per cent (10.2 per cent); Alberta, 6.1 per cent (11.9 per cent); British Columbia, 13.1 per cent (17.5 per cent).

		cember, 19				cember, 194 cember, 194	- Constant
Region	Number of stores reporting	Mumber report- ing an increase	Per cent change	Region	Number of stores reporting	report-	Per cent change
Maritime				Manitoba:	50	34	+ 7.5
Provinces:	120	66	+ 3.5	Saskatchewan:			
Quebec:				North	61	34	+ 4.2
South	44	26	+ 6.0	South	56	33	+ 2.7
North	56	• . 37	+ 7.7	TOTAL	117	67	+ 3.6
TOTAL	100	63	+ 7.1	Albertas			
Ontario:				North	. 40	24	+ 3.9
East	71	43	+ 6.6	South	66	47	+ 7.5
North	40	26	+12.4	TOTAL	106	71	+ 6.1
West	67	44	+ 6.5	British			
TOTAL	178	113	+ 7.9	Columbia;	50	39	+13.1
				CANADA	721	453	+ 6.6

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA	ADA	Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British
	A	В	A	A	A	A	A	A	A
	;	1	. 1		1 6 8	6 8	((1 1
December, 1936	116,9	7.001	10811	106.9	116.1	173.1	123.4	126.4	/.0011
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121,7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.3	122,9	136.0	117.0
December, 1940	128.3	113,3	130.3	132.2	123,2	137.4	118.6	138.2	121,9
December, 1941	147.4	123.4	146.5	160.5	140.4	158.8	128,8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	153.2	187.9	160,7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	163,9	201.4	183.4	203.5	166.7
December, 1944	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
December, 1945	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123,2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138,5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181,1	189.8	186,8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211,2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212,3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.4	191.3	249.4	220.5	204.1	237.9	201.6	242.8	236.0
% Change,									
JanDec., 1946	+111.1	ŧ	+10.6	+ 9.1	+11.8	+10.9	+10.2	+11.9	+17.5
Calle Troces Lotto									

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Director, Division of Census of Industry and Merchandising:

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Chief, Merchandising and Services Statistics:

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Vol. 11 No. 1

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JANUARY 1947 (1935-1939-100)

Country general store sales in Canada were 8 per cent higher in January, 1947 than in January, 1946 and were 34 per cent below the December, 1946 volume of business. These results were based on reports received from 689 general merchants located in small towns and rural areas. Unadjusted indexes (on the base, 1935-1939 100) stood at 148.7 for January, 1947, 137.6 for January, 1946 and 223.7 for December, 1946.

Increases were somewhat lower in the Prairie Provinces, and higher elsewhere, than the average gain for the country as a whole. Quebec led other provinces with a gain of 12 per cent while, at the other end of the scale, Saskatchewan reported a minor gain of only 2 per cent above January a year ago.

	j	anuary, 1947 anuary, 1946			anuary, 194 anuary, 194	
Region	Number of stores reporting	FG	Per cent change	Region Number of stores reporting	report-	Per cent change
Maritime	/		-	Manitoba: 50	34	+6.3
Provinces	3: 19	76	+8.4	Saskatchewan:		
Quebec:				North 54	31	+2.2
South	45	31	+11.8	South 45	25	+1.2
North	53	40	+11.6	TOTAL 99	56	+1.8
Total	98	71:	+11.	Alberta:		
Ontario:				North 43	23	+0.2
East	69	44	+9.5	South 61	41	+7.1
North	39	27	+12.5	TOTAL 104	64	+4.4
West	62	39	+8.0	British		
TOTAL	170	110	+9.5	Columbia: 49	29	+10.5
				CANADA 689	440	+8.1

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Wassand Month	INV O	Contractor	ritimas	Onedento	Maritimas Quebec Ontario Manitobe	Manitoba	Saskat	Alberta	British Columbia
Ical, and monen	MUMMAN		T 4 0 4 1	250000	0		chewan		and the second s
	A	pa	A	A	A	A	A	A	A
0	101		200	(4)	74.1	67.5	63.2	70°8	(a)
	77 3	2010	90	75.2	80.2	72.9	8°99	73.8	880 0
January, Lyorooooooooo	2000	10 to 0	000000000000000000000000000000000000000	700	79,3	77.70	රූ ර	74.9	83.4
0	7000	00°0 00°0 00°0	B (0)	73.7	750	3	63.7	70°0	79.0
	81.7	107.9	98,0	84.0	8 3° 33	76.0	70.7	78.6	සි
	20 20	108.3	89.2	88.3	පරි _ං ූ	81.3	68 ු ශ	82.7	87°2
	101.20	127	104.7	101.7	106.6	101.2	84.9	101.8	102.6
	199.7	4304	200	110-8	- CA	112,5	94.2	108.9	106°6
January DAA	119.5	160.5	140.8	119.1	116.3	104.9	112.0	1220	114.1
Taniary 1945 concessor	126.6	165.5	152.2	12304	121.3	Mary Control of the C	120.8	128.7	1250%
	137.6	179.4	168.0	7.00° %	TO# o	上上上。	1000		
1946	197	100.4	15850	- Si		2-10 2-10 2-10 2-10	्र हेड्ड ० ०	138.0	149.7
	# O O	198	170.0	136.0	135°	130.2	12001	138,5	151.5
Herrial y o o o o o o o o o o o	2000	197.3	189.3	1820	165.3	156.4	14404	156.6	178.1
Anne	187.3	808	194.8	204.0	169.2	185.9	179.9	198.8	1790
May sand or	818°0	195.7	243.7	241.3	196.9	39409	183.9	196.0	% S S S S S S S S S S S S S S S S S S S
Time	801.6	197,3	220.5	226.8	181.1	189.8	186.8	187.8	308°2
111	208.3	195.0	2000	231.2	207.3	182.9	186.7	Lest of	20000
Augusticosocococo	9.613	196.3	230.6	225.9	207.5	198.7	ST. S.	7.0022	200°0
Septemberocessososos	188.6	181.0	190.0	176.9	1.69.1	211.2	20 LX . 7	7° 5° 5° 5° 5° 5° 5° 5° 5° 5° 5° 5° 5° 5°	TACORT
October	205.4	183.2	204.8	208.6	168.7	206.2	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2000	2012
November	202,3	188.7	214.0	194.4	184.04	100	STO G	0 %T%	28 E S
December	223.7	191.6	251.6	220.9	204.6	237.6	202.0	241 ° &	0000
304									
Jamary	148.7	192.3	182.1	151.0	147.1	118.1	125.5	14.1	165.2
% Change, January, 1947	+8.1	0	+8°4	+11.7	+9.5	+6.3	+1.9	+**	+10.4

January, 1946



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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS

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A. C. Steedman

16-4030

MERCHANDISING FILE "/ MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1947 (1935-1939-100)

February sales in country general stores throughout Canada moved 1 per cent ahead of volume for January and were 8 per cent above sales in February of last year. The increase over February a year ago was about the same as the gain which took place in January and represents a continuation of the moderate but steady advancement in sales which general merchants in small localities and rural areas have enjoyed in recent months. Unadjusted indexes (on the base, 1935-1939-100) stood at 150.7 for February, 1947, 140.2 for February, 1946 and 149.2 for January, 1947.

The underlying level of trade was at a high point in February and the index adjusted for seasonal variations stood at 202.5. February was only the second month in which the adjusted index has exceeded the 200 per cent mark in relation to the five-year base period 1935-1939, April, 1946 being the only other instance when this occurred.

Stores located in Ontario reported an increase of 13 per cent, somewhat higher than the overall increase for the country as a whole. Saskatchewan stores, on the other hand, increased their sales by less than 1 per cent over February a year ago. In all other sections of the country sales increases were fairly close to the average gain of 8 per cent.

		oruary, 19 oruary, 19		ne region (1966). Alle del Commo (1966) del composito dela		oruary, 19	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime	property and security of the security of		P TOLOGO SERVICE STREET SERVICES	Manitobas	49	28	+ 6.4
Provinces	127	79	+ 6.0	Saskatchewan:			
Quebecs				North	56	31	+ 0.3
South	46	25	+ 7.0	South	50	29	+ 1.2
North	57	36	+ 9.5	Total	106	60	+ 0.6
Total		61	+ 8.7	Albertas			
Ontarios				North	46	27 -	+ 4.8
East	68	47	+12.0	South	59	41	+ 6.6
North	40	29	+13.7	Total	105	68	+ 5.9
West	63	43	+12.5	British			
Total	171	119	+12.6	Columbias	-52	30	+ 8.8
				CANADA	713	445	+ 7.5
				The state of the s			

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CAN	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskat-	Alberta	British Columbia
	A	В	A	A	A	A	A	A	A
040 F					C		8 8	0	- '
	(a)	(a)	(a)	(a)	700%	6000	65° 5	9089	(B)
	75.0	103,3	82,0	74.9	82°0	67.1	65,7	69°3	77.5
February, 1938	77.7	107.0	87.2	78°2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61,4	65.2	77.9
February, 1940	79°7	105°7	92,2	79.0	82.7	75.2	68°8	75.8	81.8
1941	82.1	110.8	95.0	84.9	84.6	76.6	8,99	78.2	84.1
February, 1942	95°1	128.5	105.4	99°1	1000,7	91.9	76.4	91.5	94.1
February, 1943	110,2	149.1	124.6	112.0	110.0	110.7	96°9	112.5	100°7
February, 1944	124.2	162.3	148°0	124.8	121.3	118.2	112,9	121,3	117,3
February, 1945	127.6	172.4	158,4	125.2	124.1	122.8	113.8	126.0	122.5
February, 1946	140.2	188,4	17000	136.0	135.0	130.2	126.1	138,5	151.5
200			t-rr-edin						6
March	168.9	197.3	189,33	182.7	165.3	156.4	144.4	156.6	178,1 0
April	187.3	202,2	194.8	204.0	20091	185.9	179.0	154.8	
May	212.6	195.7	243.7	241.3	196.9	191,9	183,9	196.0	213.9
0	201.6	197,3	220,5	226.8	181,1	189,8	186,8	187.8	208.3
0	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	1.99.2	190°1
October	205.4	183.2	204.8	208°6	168.7	206.2	228.8	230°5	212,3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223 ° 7	191°6	251.6	220°9	204.6	237.6	202.0	241.2	235.5
1947									
January	149.2	193.0	186.5	150.3	147.4	118.7	125.3	145.8	162.3
February	150°7	202.5	180.1	147.8	152,1	138°6	126.9	146.6	164.8
2 Change									
JanFeb., 1947 JanFeb., 1946	8°0 +	8	÷ 8 5 10	თ ი ი +	+11.2	\$°9 +	+ 1.2	+ 55 8	&0 &0 *
(a) Not available.									

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Minister of Trade and Commerce DEPARTMENT OF TRADE AND COMMERCE

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Vol. 11 - No. 3

3-0-03

16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MARCH, 1947 (1935-1939=100)

Country general store sales in Canada in March were 18 per cent above those for February and 6 per cent higher than in March a year ago. Unadjusted indexes (on the base 1935-1939=100) stood at 178.4 for March, 1947, 168.9 for March, 1946 and 151.1 for February of this year. These results are based on returns from 692 general merchants operating in the smaller communities and rural areas throughout the country.

A 15 per cent increase was reported for British Columbia, the gain exceeding by a fair margin increases in other sections of the country. Manitoba and Saskatchewan increases also exceeded the Canada average of 6 per cent. Results for Quebec, Ontario and Alberta showed increases which approximated the overall increase for the country. In Ontario, however, there were marked differences for certain sections of the province, northern areas showing a major increase of 15 per cent while in Western Ontario sales declined | per cent compared with March a year ago. Sales in the Maritime Provinces were only slightly ahead of last year's volume for the same month.

		arch, 1947 arch, 1946				arch, 1947 arch, 1946		
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	cha	nt
Maritime	1 1			Manitubas	51	37	+	9.5
Provinces	126	65	+ 1.1	Saskatchewan:				
Quebecs		. "		Morth	62	39	+	9.3
South	44	27	+ 6.5	South	46	26	+	5.9
North	51	23	+ 2.4	Total	108	65	+	8.0
Total	95	50	+ 3.7	Alberta:				
Ontario:	41 1 K			North	45	24	+	6.7
East	65	37	+ 5.1	South	58	34	+	5.4
North	38 · · ·	26	+15.2	Total	103	58	+	5.9
West	62	27	- 1.3	British				
Total	165	90	+ 4.7	Columbias	44	33	+]	5.2
				CANADA	692	398	+	5.6

INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CA	CAHADA	Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British
	A	В.	A	A	A	A	A	A	A
March, 1936	78.8	96.2	84.0	78.6	81,6	72,3	71.3	77.3	85.0
~	89.3	105.7	92°6	95°6	91,9	84.1	81,3	85.2	92.5
~	0°06	106.3	90.7	99°2	93.5	88.2	75.1	83.1	92.4
	82.8	97.1	83.6	91.0	83.1	81.5	71,2	77.1	88.4
, h	89°6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
	95.0	111,8	98°1	104.4	97.0	92.4	78.6	89,1	98°8
_	108°7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
~	123.7	145.4	136.2	138,4	123,8	120.5	99.3	113.6	122.3
	139.9	163.5	156.1	155,0	133,3	133,3	123.4	130.8	135.6
	158.2	179.6	174.2	169.7	156.5	149.3	141.2	148,9	155,3
March, 1946	168,9	197.3	189,3	182,7	165,3	156.4	144.4	156.6	178.1
1946									-
April	187,3	202.2	194.8	204.0	169.2	185,9	179.0	194.8	179°9 N
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9 8
June	201.6	197.3	220.5	226.8	181,1	189,8	186.8	187.8	208.3
July	208.3	195.0	225.7	231,2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190°0	176.9	169.1	211.2	212,7	199.2	190,1
October	205.4	183,2	204.8	208.6	168.7	206.2	228.8	230.2	212,3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.5	217.8	191.5
December	223.7	191.6	251.6	220.9	204.6	237.6	202 0	241.2	235,5
1947									
January	149.2	193.0	186.5	150.3	147.4	118.7	125.3	145.8	162.3
February	151.1	203.0	179.7	148,3	152.7	137.8	129,1	146.3	164.5
March	178.4	209.7	191.4	189.4	173.1	171.2	155.9	165.8	205.0
% Change.									
	+ 7.2	ı	+ 5.7	+ 7.5	6 8 +	+ 7.5	+ 4.2	+ 5.7	+11.0
orra de vala estado									

DEPT. OF POLITICAL CONTICE

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DEPARTMENT OF TRADE AND COMMERCE
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MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, APRIL, 1947
(1935-1939=100)

Total sales of general merchants in the smaller communities and rural areas of Canada were 3 per cent higher in April, 1947 than in April,1946 and increased 8 per cent over March, 1947. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 193.5 for April, 1947, 187.3 for April, 1946 and 178.6 for March, 1947.

There was a decided lack of uniformity in the sales increases for different sections of the country. British Columbia continued to lead other areas with a gain of 11 per cent in April. Stores located in the Maritime Provinces recorded an average increase of 8 per cent. Throughout the northern and western parts of Ontario sales were quite high, averaging 10 per cent above April a year ago, but eastern Ontario merchants barely maintained their sales volume at last year's level. Saskatchewan alone among the Prairie Provinces reported lower sales this year than last, though increases in Manitoba and Alberta were quite moderate and a decline occurred in the northern section of Alberta. Quebec stores had approximately the same volume of trade in April this year as in April, 1946.

		oril, 1947 oril, 1946				April, 194 April, 194	
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba;	51	29	+ 1.1
Provinces:	126	76	+ 7.8	Saskatchewan:		3	
Quebecs				North	48	14	- 7.3
South	48	22	- 2.2	South	52	22	+ 0.6
North	52	20	+ 1.1	Total	100	36	- 4.4
Total	100	42	(a)	Alberta;			
Ontario;	f			North	46	23	- 2.4
East	65	25	+ 0.2	South	64	40	+ 7.7
North	44	27	+10.5	Total	110	63	+ 3.9
West	69	. 51	+10.4	British			
Total	178	103	+ 7.0	Columbia;	52	34	+11.1
				CAMADA	717	383	+ 3.3

⁽a) Change of less than O.l per cent.

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)
A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

İ														- 2	ene															
British	A	95.4	103.3	104.7	99,4	102,3	105.2	113.9	129.8	137.1	146.3	179.9		912 0	2000	000	196.3	223.8	190.1	212.3	191.5	235.5		162.3	164.5	205.1	199.8		+11.0	
Alberta	A	90.4	97,2	103,3	93.8	93.6	110.0	121.8	145,3	165.8	157.2	194.8		196 0	0 601	0 LO F	1 30° C	228.7	199.2	230.2	217.8	241.2		145.8	146.3	165.8	202.3		+ 5.1	
Saskat- chewan	A	25.08	94.2	0.46	84.8	91,3	93 . 7	104.8	133.0	152.0	142.0	179.0		183 9	0 90 1	1 CO C C	186.7	217.3	212.7	228.8	210,6	202.0		125.3	129,1	155.8	171.1		+ 1.5	
Manitoba	A	79,5	87.4	102.0	91,1	100,2	108,4	126.3	151,4	158,4	156.7	185.9		9 191	0000	0000	162.9	198.7	211.2	206°2	226.6	237.6		118.7	137.8	170.7	188.1		+ 5,4	
Ontaric	A	96.1	100.4	104.2	87.8	96°9	111.2	129,0	134.4	139,8	148.6	169,2		96.96	181	70707	20102	207.5	169°1	168.7	184.4	204.6		147.4	152.7	172.8	181.1		+ 8.3	
Quebec	A	84.0	95.0	104.9	88.6	95.5	117.9	139.2	149.9	166.7	182,2	204.0		247.2	8 966 8	0 5 5 6	2.102	6.622	176.9	208.6	194.4	220.9	-	150,3	148.3	190.2	204.1		+ 5,3	
Maritimes	A	91.4	100.3	98°6	88.0	95.0	103.6	118.9	143.5	167.0	176.5	194.8	an Military and American	243.7	220.5	0000	1.022	220.6	190.0	204.8	214.0	251.6		186.5	179.7	192.4	209.9		+ 6.4	
ADA	m.	96.4	104.1	106.8	0.76	103,5	117.0	133,7	151.0	175.7	178,9	202.2		195.7	197.3	0 40 [2001	1.30.3	181.0	183.2	188.7	191.6		193.0	203.0	209.5	209.6		å	
CANADA	A	89.83	97.2	102.3	89.4	95.7	108.2	124.1	141.2	155.8	160.7	187.3		212.6	201.6	2020	0000	S L S	188.6	205.4	202.3	223.7		149.2	151.1	178.6	193.5		+ 6.1	
Year and Month		April, 1936	April, 1937	٦	,	P1		_	_			April, 1946	1946	NG	[me	TI TI		August	September	October	November	December	1947	January	February	March	April	% Change.		JanApr., 1345





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